

Strategic Planning Committee (SPC)
Approved by Executive Council
August 27, 2007

Western Carolina University's (WCU) strategic planning process is embedded within a participatory process to ensure campus leadership (Chancellor and Executive Council) make strategic planning and resource allocation decisions that incorporate the careful consideration of the needs of campus and community stakeholders. To inform the central planning and priorities activities of the institution, several formal advisory groups have been formed on campus to represent specific stakeholders (i.e., Faculty Senate, Staff Forum, and Student Government). However, the Chancellor also seeks to define and establish a strategic planning and budgetary framework that includes the formalization of an advisory body that has cross-campus representation (faculty, staff, students) and provides an opportunity for the systematic analysis and dissemination of findings related to the opportunities, strengths, weaknesses, and performance of the institution in fulfilling its mission and meeting its short and long term goals.

Charge:

The role of the Strategic Planning Committee (SPC) is advisory and evaluative. Specifically, the SPC will annually:

1. review the operational elements of the strategic planning framework (strategic directions, performance outcomes and institutional indicators);
2. develop metrics, monitor progress of projects, develop and monitor an institutional scorecard, act as a campus voice and dissemination vehicle of planning information;
3. make recommendations in priorities and/or revisions of the strategic plan to the strategic planning framework;
4. collect comments and share changes/revisions to the strategic plan with the campus community;
5. consider and incorporate, where appropriate, information from the Chancellor and Executive Council and other standing committees relative to the strategic planning framework;
6. function as an advisory group for the Executive Council and Chancellor on areas related to the institution's mission, strategic plan, and institutional effectiveness framework; and
7. report the institution's progress in fulfilling its mission and addressing its strategic directions.

To assure the SPC is fully informed about campus initiatives and issues that may influence planning, it will receive updates from standing committees and work groups (e.g. Enrollment Management Committee, Campus Master Planning) and conduct environmental scanning.

Relationship to Budgeting:

The SPC will interface with the overall strategic planning and budgeting process in the following manner:

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In October, prior to the beginning of the budgeting process, the SPC will conduct an internal and external scan to determine major institutional budget needs and priorities and relate these needs to the institution's strategic directions. The SPC functions as an advisory group and as such, will present its findings as suggested planning and budgeting parameters to the Executive Council. After reviewing the SPC recommendations, the Executive Council recommends institutional priorities to the Chancellor who sets the final institutional strategic priorities and budget parameters for the planning cycle. The Chief Financial Officer (CFO) begins the budget process mandating that all budget requests relate to the Chancellor's strategic priorities and budget parameters. The Chancellor, Provost and CFO hold budget hearings with each vice chancellor or division head to evaluate budget needs against the strategic priorities and budget parameters established by the chancellor. Once the chancellor makes allocations, a report is distributed to the SPC.

Membership:

All individuals who serve on the SPC will be leaders of the university who bring knowledge from their respective areas to inform the strategic planning process. While it is natural to bring a perspective from one's own area, each individual is expected to assume the role of university representative, one who places the welfare of the university above any one unit or division within the university.

The membership list is shown below. All representatives are either appointed by position or designated by Executive Leadership. Designated representatives must be confirmed by the Executive Council prior to serving.

Member	Term
Provost (Chair)	Indefinite
Chancellor's Chief of Staff	Indefinite
Advancement Representative (Designated by the VC)	Indefinite
Administration and Finance Representative (Designated by the VC)	Indefinite
Student Affairs VC	Indefinite
Faculty Representatives (Faculty Senate Chair; four additional representatives nominated by the deans and designated by the Provost)	Indefinite
Student Representatives (one undergraduate designated by the VC of Student Affairs; one graduate student designated by the Dean of the Graduate School)	2 years staggered terms
IT Representative (designated by the CIO)	Indefinite
Director of Institutional Research and Planning	Indefinite
Director of Assessment	Indefinite
Deans Representatives (1 from line positions over faculty; 1 from administrative units)	2 years staggered terms designated by the Provost

Staff Representative (Staff Forum Chair)	Indefinite
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By-Laws

The actions of the SPC are governed by by-laws that are approved by the Executive Council.