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# University of Iowa Strategic Plan Development and Implementation Overview

July 13, 2022

# Our Vision

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“The University of Iowa will be the **destination of first choice** for a diverse and talented body of students, faculty, and staff, who will craft new chapters of exploration, discovery, creation, and engagement.”



# Broad Engagement

## *Internal and External Feedback*

More than 90, faculty, staff and students led the Development Teams, Data and Assessment Team, and Strategy Team

### Listening Sessions

- More than 20 sessions held in summer, fall 2021 – 250 participants

### Key Informant Meetings

- More than 30 sessions held in fall 2021 – 175 participants

### Focus Groups

- More than 10 sessions held in in fall 2021, spring 2022 – 65 participants

### External Stakeholder Feedback

- Multiple sessions with alumni and community leaders in spring 2022 – 30 participants

### Online Feedback

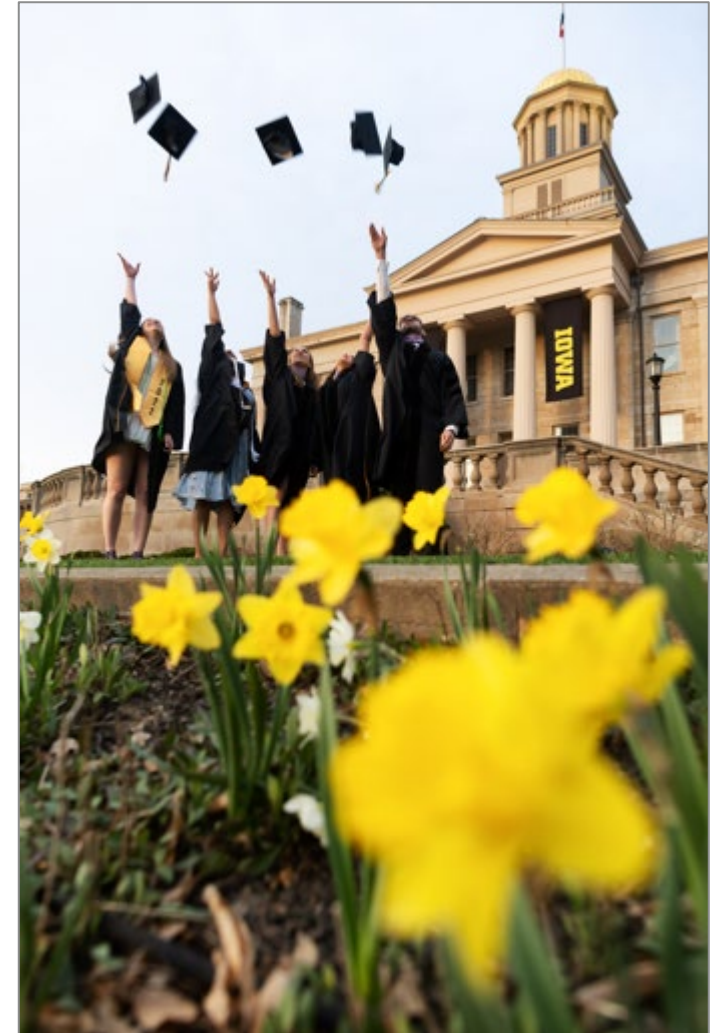
- Two rounds of feedback in spring 2022 – 149 participants

### Broad Engagement

Total of 669 participants involved

# Themes of Distinction

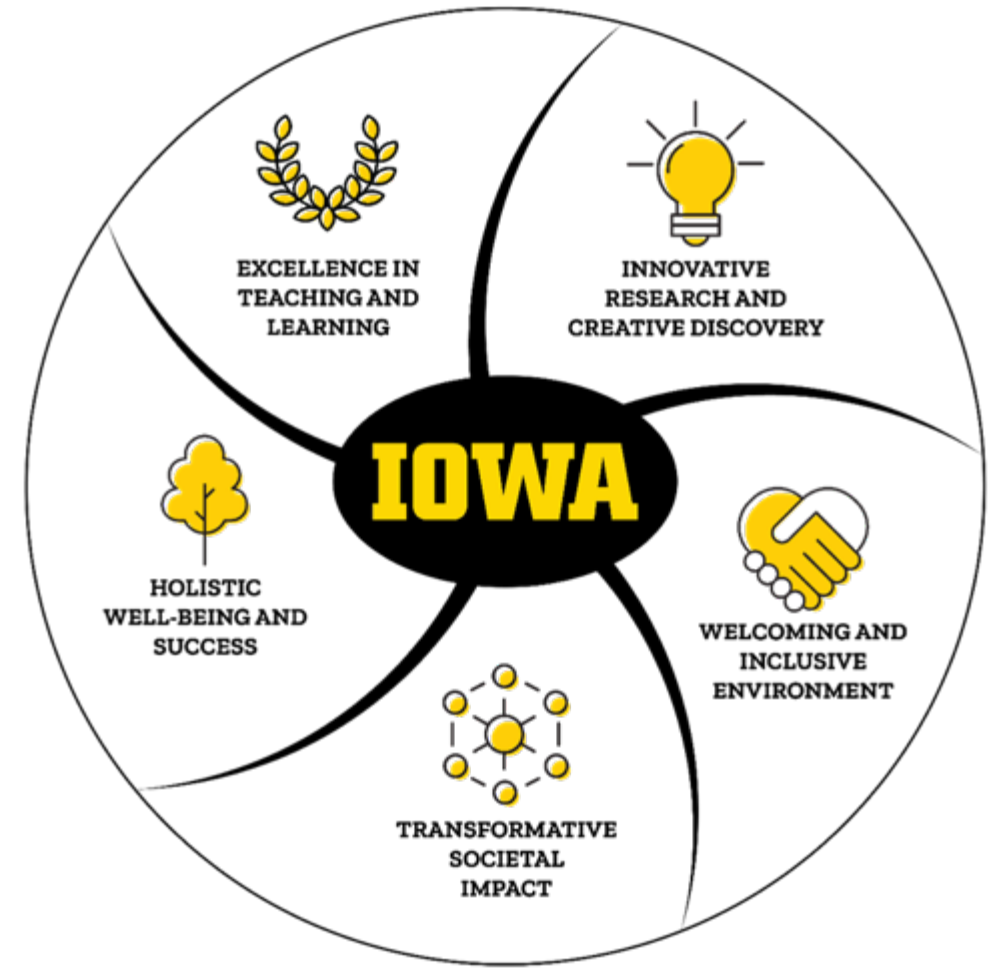
- Exceptional **breadth** of academic programs
- Ability to offer students **experiential learning opportunities**
- **Culture of collaborative** and interdisciplinary research
- Excellent and **comprehensive health sciences**
- World-class **writing programs**
- **Impact** on every Iowan



# Strategic Plan Priorities

## *Five Priorities*

1. Excellence in teaching and learning
2. Innovative research and creative discovery
3. Welcoming and inclusive environment
4. Holistic well-being and success
5. Transformative societal impact



# Bold New Steps

*What makes this plan different?*

- Deployment of “development teams”
  - Content area experts and stakeholder groups
  - Engaged “boots on ground” staff
- Highlights
  - **Teaching and learning** is prioritized
  - **Supporting all of campus** – students, faculty, and staff – during their time at UI and beyond
  - **Process oriented** – focus on how we get to the end goal as opposed to the goal itself
  - **Engagement** with UICA during plan development and implementation
  - **Impact** of UI on Iowa and society
  - **Stretch goals**



# Shaping the Future

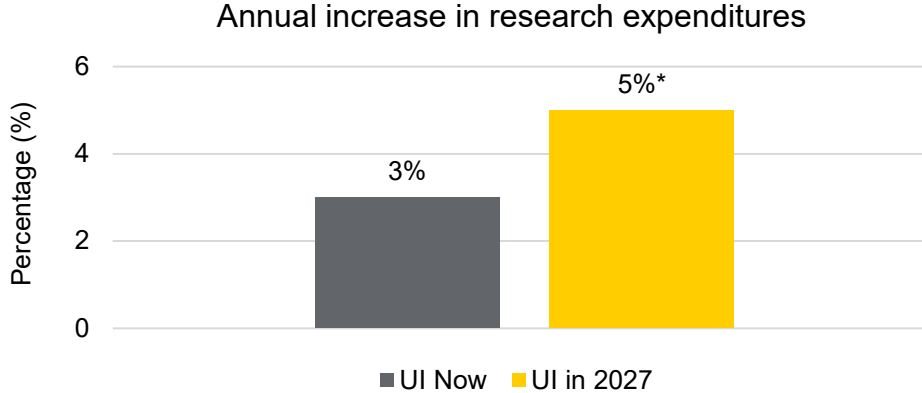
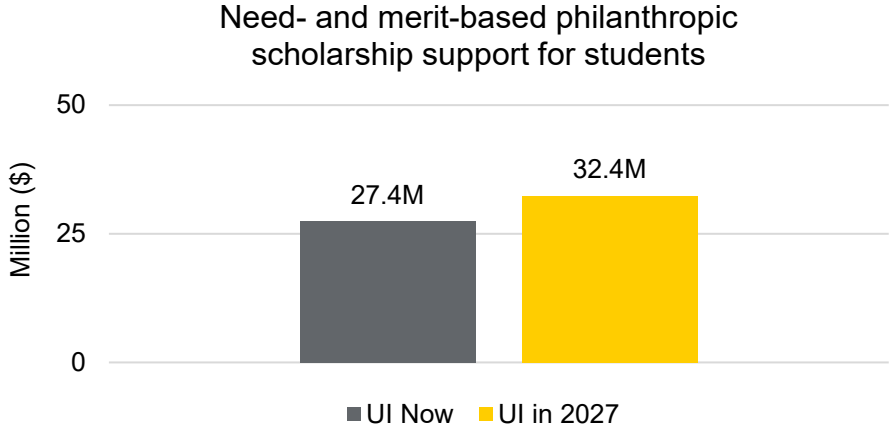
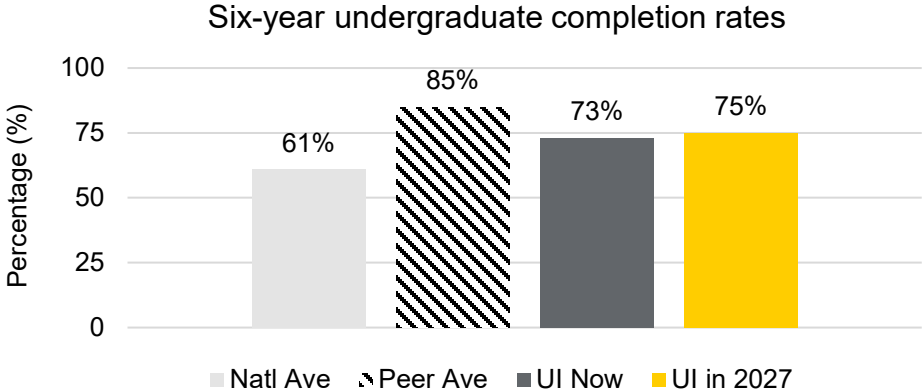
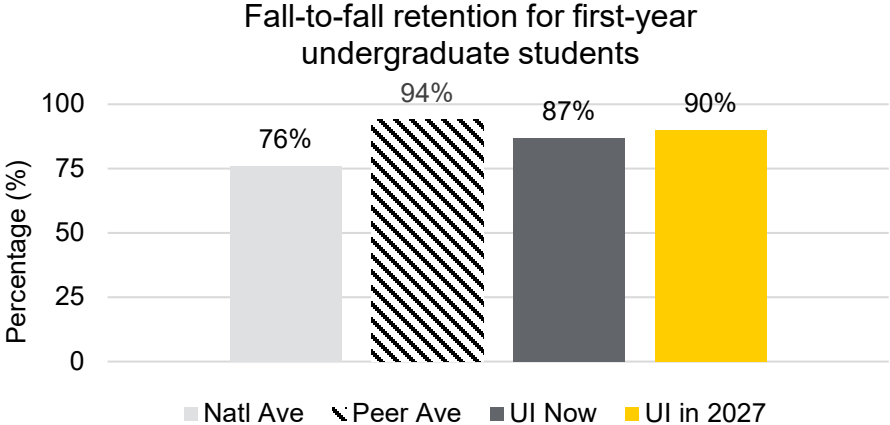
## *Implementing and measuring outcomes*

- **Implementation**
  - Plan that can be implemented, while still being aspirational
  - Accountability
  - Transparency
  - Funding identified to support implementation before committing to a tactic
- **Data and Assessment**
  - Assessment and evaluation from the beginning, not as an after thought
  - Progress toward goals will be measured at high-level with overarching five-year targets, as well as at tactical level to assess year-to-year progress
- **P3 Program to fund critical strategic priorities**



# Metrics

## Indicators of Progress



\*to be re-calculated annually based on rolling 3-year average of UI Peer Group





# Implementation

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- SPARC (Strategic Plan Action and Resource Committee) will create and carry out a **fluid, transparent, and inclusive implementation plan** that builds upon critical tactics that were collected during the strategic plan development phase.
- Teams will engage with subject-matter experts and convene working groups that include those who work directly with students, faculty, and staff to further develop and prioritize tactics.
- The first iteration of the implementation plan will be shared with campus in early fall. Tactics will be added and dropped off throughout the life of the plan.
- Progress will be updated quarterly and a comprehensive progress report will be developed annually.



# Tactic Development and Progress

- Indicators of progress and a timeline for completion
- Accountability
- Tactic-specific metrics
- Existing and needed resources identified
- High-level indicator impact

Tactic Progress Chart

Goal:						
Objective:						
Strategy:						
Tactic(s)	Indicator(s) of Progress	Year	Progress	Accountable Person(s)	Tactic Metrics	Resources Needed
			<input type="checkbox"/> Launched <input type="checkbox"/> Observable progress this quarter <input type="checkbox"/> Completed	Lead:  Supporting lead(s):		
			<input type="checkbox"/> Launched <input type="checkbox"/> Observable progress this quarter <input type="checkbox"/> Completed			
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<i>Upon completion of tactic, indicate what was learned or accomplished through this tactic, how it has contributed to implementation of this strategy, and/or next steps required to continue making progress toward achieving this objective.</i>						
Learned/Accomplished						
Contributions to Strategy Implementation						
Next Steps Required to Achieve Objective						
Impact on High-Level Metrics and Indicators of Progress						

# What Does Success Look Like?

*Measuring results for students, families, and Iowans*

- Increase student success
- Attract and retain talented faculty and staff
- Boost mental health and well-being
- Enhance diversity, equity, and inclusion
- Advance research and creative discovery
- Expand impact on the state and world



**A Destination University**

*First choice for students,  
faculty, and staff*

**IOWA**

# Strategic Plan Action and Resource Committee (SPARC)

**Kevin Kregel** (Lead), executive vice president and provost, Office of the Executive Vice President and Provost

**Nicholas Benson**, executive director, Office of Community Engagement, Office of the Executive Vice President and Provost

**Karen Butler**, chief of staff, Office of the Vice President for Medical Affairs

**Steve Fleagle**, associate vice president and CIO, Information Technology Services

**Lois Geist**, associate provost for faculty, Office of the Executive Vice President and Provost

**Sarah Hansen**, vice president for student life, Division of Student Life

**Brooks Jackson**, vice president for medical affairs, and dean, Carver College of Medicine

**Wayne Jacobson**, director, Office of Assessment, Office of the Executive Vice President and Provost

**Rod Lehnertz**, senior vice president for finance and operations, Office of Finance and Operations

**Peter Matthes**, vice president for external relations and senior advisor to the president, Office of the President

**Lynette Marshall**, president and CEO, UI Center for Advancement

**Laura McLeran**, associate vice president for administrative affairs and senior advisor to the president, Office of the President

**Edith Parker**, dean, College of Public Health

**Cheryl Reardon**, chief human resources officer and associate vice president, University Human Resources

**Sara Sanders**, dean, College of Liberal Arts and Sciences

**Marty Scholtz**, vice president for research, Office of the Vice President for Research

**Don Szeszycki**, associate vice president and director of administration and planning, Office of the Executive Vice President and Provost

**Amanda Haertling Thein**, associate provost for graduate and professional education, Office of the Executive Vice President and Provost, and dean, Graduate College

**Liz Tovar**, executive officer for diversity, equity, and inclusion and associate vice president, Office of the Executive Vice President and Provost

**Tanya Uden-Holman**, associate provost for undergraduate education, Office of the Executive Vice President and Provost, and dean, University College