



Strategic Planning for Private Higher Education (Haworth Marketing Resources)

Robert E Stevens, David L Loudon, Kenneth W Oosting, R Henry Migliore, Carle M Hunt

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With Strategic Planning for Private Higher Education you will improve your effectiveness in strategic planning to ensure the growth, success, and viability of your institution. The book's emphasis on tested techniques and the examples from the authors' experiences in leading several private educational organizations give you the practical insight you need to learn how to benefit from strategic planning. The entire strategic planning process is covered--from vision casting to evaluation--for all types of private educational institutions, including colleges, universities, seminaries, graduate schools in education and business, and even K-12 academies. Strategic Planning for Private Higher Education will inspire you to make planning happen in a manner that will change the future and make a difference in the life of your institution. You'll see the strategic planning process from a senior administrator's perspective in real-time, with the idea of empowering all participating stakeholders for input and ownership of the process. This book shows education administrators, faculty, and students how to:

- develop a vision that is understood, shared, and acted upon
 - create a mission that adequately communicates "who we are," to be used in guiding every decision of the institution
 - meet accreditation requirements of institutional effectiveness
 - scan and analyze the external environment for changes that create either opportunities or threats to the institution
 - establish and implement strategy, tactics, and action plans
 - evaluate and control the strategic planning process
 - assess the cultural and internal situation
- The book's end-of-chapter questions provide projects and assignments that reinforce the text materials. Also included are sample strategic plans for departments, schools, and colleges illustrating how to apply textual concepts and principles. Yet another valuable feature of Strategic Planning for Private Higher Education is its presentation of a "master" case study illustrating a number of key points, including: interaction between a college president and board of trustees, the use of a strategic planning task force to collect primary data and to expand participation, rewriting the mission statement of the college, and an illustration of a strategic planning calendar in relation to the budgeting calendar.

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