



University of Wisconsin-Eau Claire Strategic Planning Work Group Preliminary Report Outline

Parameters:

- 3-5 page executive summary report
- May include appendix with full data or background information
- Report will be posted to website and distributed to campus

1. Environmental Scan

This section should describe the results of your SWOT research on current institutional strengths and weaknesses, opportunities and threats. It should describe both internal and external influencers. You may also include examples of best practice or peer institutions we want to emulate.

2. Proposed Outcomes

This is the heart of your report. Outline the key outcomes your Work Group is proposing for UW-Eau Claire over the next five to seven years. This is not just a list of brainstormed ideas. Your outcomes represent the recommendations of your group for institutional priorities. Your outcomes are compelling, university-level outcomes, not focused on an individual college or division. Each outcome should provide opportunities for multiple units in the university to participate. Your outcomes should describe a desired state for the university in terms that are **SMART**:

Specific • Measurable • Attainable • Realistic • Timely

You may rank your proposals and also include suggested strategies for implementing the desired outcome—these will form the foundation for the Fall Forum conversations.

Example of Outcomes:

UW-Eau Claire will be distinguished for its applied research with regional partners in the healthcare industry.

UW-Eau Claire will be the “greenest” campus in the System, reflected in how we manage our facilities, our economic impact activities, our academic curriculum and faculty research, and in the scope of our international partnerships.

3. Implications for Proposed Outcomes

Briefly outline the barriers, costs or potential benefits of the proposed outcomes. Be as specific as possible. This will allow the campus community to assess and compare proposals. You may also include recommendations on strategies that address the “hole in the roof” and “low-hanging fruit”.