



The Role of Assessment in Strategic Planning

GIP Strategic Planning Steering Committee
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Assessment Experience

- UNR Med

- Current plan (July 2019 – June 2021)
- New leadership/strategy for practice plan (est. Summer 2020)
- Mid-stream assessment to revise plan (est. Summer 2020)
- Last major assessment October 2018

- WMed

- Begins assessment January 2021
- New Dean July 1, 2021 (recruiting now)
- New plan 2022-2026
- Last major assessment 2013 (environmental scan, SWOT, stakeholder analysis, DCI; no major outcomes to assess)

Why assessment is important

- A thoughtful assessment is a critical component of strategic planning. Both as:
 - the first step to strategic planning, and
 - a way to monitor plan efficacy and relevance.
- Reinforces the “learning mindset” necessary for institutional effectiveness
- Contextualizes strategy

Challenges of assessment

- Prioritizing metrics
- Accessing data for review
- Time investment to review and utilize
- Analysis paralysis

Components of strategic planning assessment

- External assessment
 - Environmental scanning
 - Stakeholder analysis
- Internal assessment
 - SWOT analysis
 - Self-study
 - Outcomes assessment

Components of strategic planning assessment

- Data sources
 - Data collected for accreditation
 - *LCME self-study data collection instrument (DCI)*
 - *ACGME annual institutional review (AIR) and program evaluations*
 - *Audits and Internal Surveys (Joint Commission, AAMC StandPoint, Employee Engagement/Culture surveys)*
 - Organizational dashboards
 - Benchmarking data (*AAMC Data Book, Press Ganey, USMLE, NRMP, MGMA*)

Group Discussion

- What is the best way to synthesize all of the components and data sources for the strategic planning team to digest?
- What would you recommend to someone about to embark on the assessment process?
- What one thing worked best during your last assessment?
- How do/did you avoid analysis paralysis?



Questions?