
How to Keep a Strategic Plan Moving

AAMC GIP Strategic Planning Subcommittee
1/10/24

Erin Shirey, MPA
Director of Planning, Strategy, and Partnerships
erinshirey@Oakland.edu

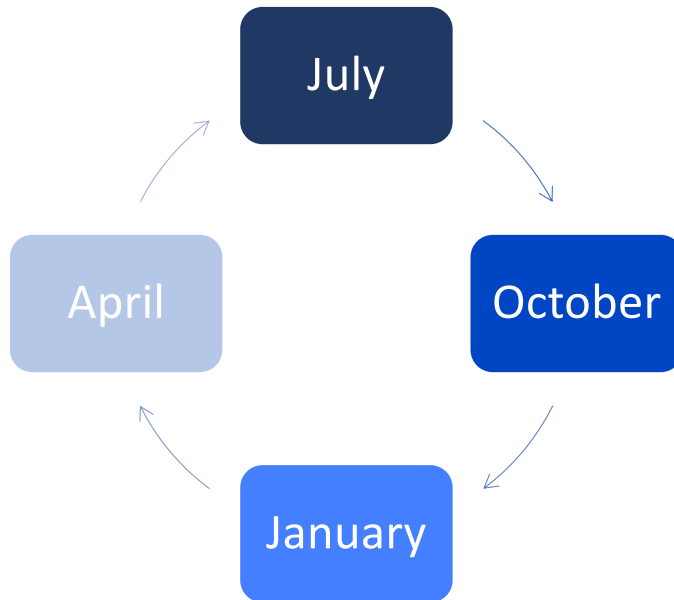


OAKLAND UNIVERSITY WILLIAM BEAUMONT

Agenda

- OUWB's process
- Lessons learned
- Questions
- Group discussion

OUWB Planning Cycle



- Implement
- Monitor
- Report
- Revise

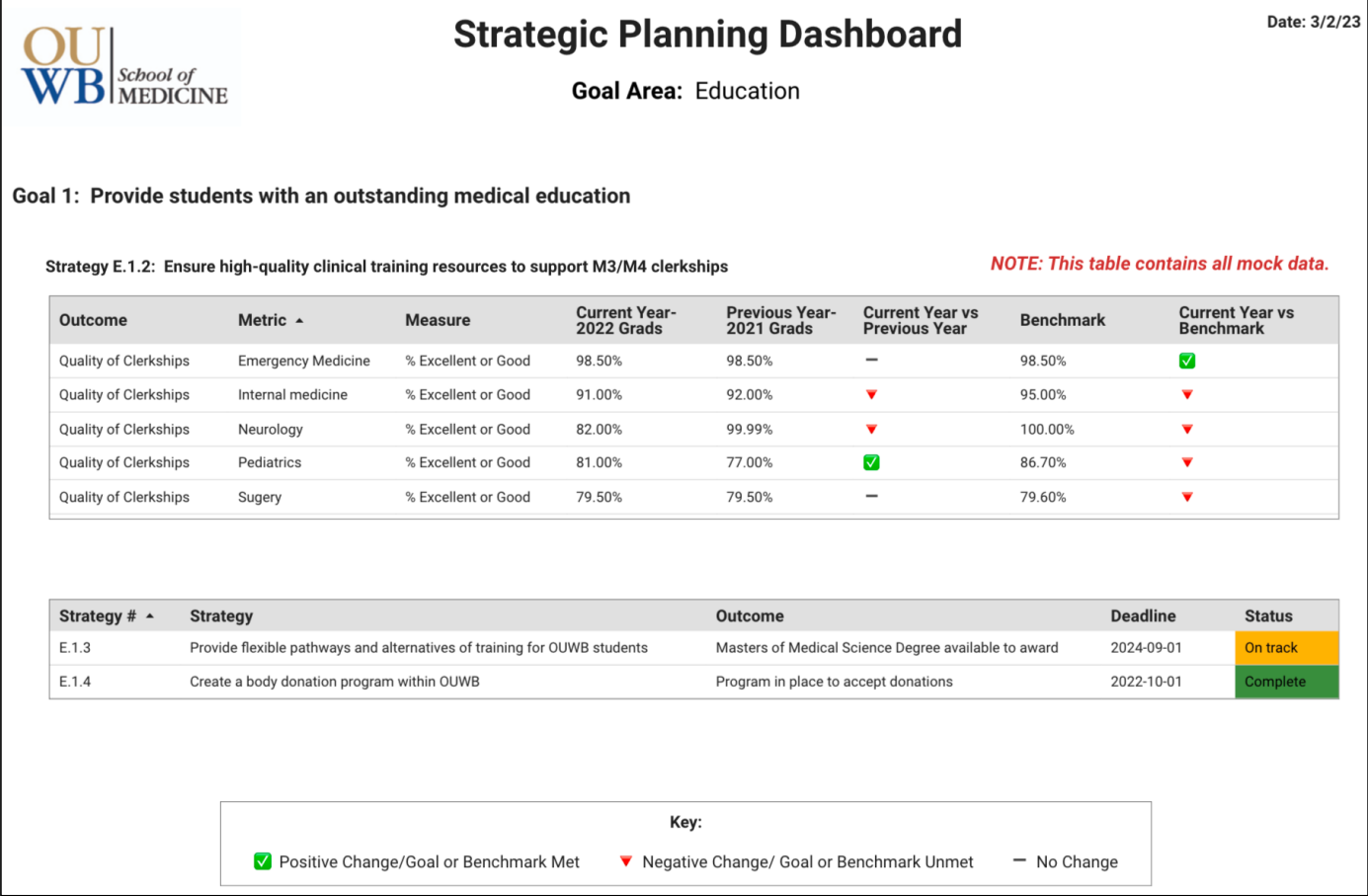
OUWB Implementation: Timeline and Tracking

<div><div><div><div>OUWB</div><div>School of MEDICINE</div></div></div><div>2022-25 Strategic Planning Implementation</div></div>					YEAR 1	YEAR 2	YEAR 3
#	Strategy	Champion(s)	Actions	Deadline	2022-23	2023-24	2024-25
					7/1/22-6/20/23	7/1/23-6/30/24	7/1/24-6/30/25
Stewardship							
S.2	Ensure OUWB's infrastructure supports the needs of the school						
S.2.1	Ensure facilities align with OUWB's short-term needs through 2025	Vice Dean for Business and Administration	1. Develop a plan for OUWB to remain on the 'split campus' model to ensure optimum utilization of current space at OU and BH campuses.	AY 2022-23	Design, approve, funding, approve	New space 'online'	
S.2.2	Formulate and commit to a plan for a new medical school building to meet OUWB's long-term needs	Vice Dean for Business and Administration	1. Identify the funding needed to support a new building	AY 2023-24	Discussion document complete	Engage philanthropy in fundraising efforts	
			2. Finalize building location			Complete conversations with parent organizations	
			3. Establish a building, facilities, and staffing plan to support the entire four-year curriculum			Location/ site finalized	
							Plan for future space established

OUWB Implementation: Detail

Goal Area	Goal #	Goal	Strategy #	Strategy	Action(s)	Outcome(s)	Metrics	Champion	Team	Deadline	Integration/ Implementation
Diversity, Equity, & Inclusion	DEI.3	Build a more diverse community, reflective of those we serve	DEI.3.1	Create programming aimed at providing pathways for students at all education levels	Develop programs aimed at pre-med/ health science undergraduate students	Programs developed Tracking of students to determine matriculation	Program developed- Y/N Student matriculation	Director of Diversity & Inclusion	Diversity & Inclusion Office	6/1/23	4/2022- Research other programs/ best practices 8/2022- Develop program structure 10/2022- Identify funding 12/2022- Identify pathway team/ faculty 3/2023- Develop marketing materials; market to, recruit, and select participants 6/2023- Implement program

OUWB Monitoring: Dashboard



Oakland University William Beaumont School of Medicine

Lessons Learned

Things that didn't work for us:

- Having large committees oversight.
- Including colleagues that don't have the 'power' or expertise to move efforts forward.
- Presenting or reviewing only on an annual basis.
- Not visually monitoring metrics.

Tips:

- Know your school and your leadership.
- Make your strategic plan as specific as possible; aids implementation.
- Have a 'face' or point person for planning.
- Be a champion for the process and the plan but remain flexible.

Questions/Discussion

For me:

1. Any questions?

For you:

1. What do you do at your institution?
2. What have been your challenges?
3. What have been your triumphs?
4. Are you trying anything new/planning any change?

