VIRGINIA WESTERN
Strategic Planning Initiative Timeline

2014												2015										
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV

Preliminary Planning | **Data Gathering and Analysis** | **Design** | **Implementation**

- Appointment and Selection of Strategic Planning Steering Committee
- Literature Review, Market Research, Economic Impact Study Review.
- Conduct Internal & External Environmental Scans
- Development and Commitment to Mission, Values & Vision
- Composition of the 2016-2021 Strategic Plan

May-June 2014
Meet with Institutional Effectiveness to discuss the planning process
Establish Planning Web page and communication process, blog, suggestion box and logo

August 2014 Kick-off strategic planning process at In-service

October 2014 Activate Steering Team

January -March 2015 Conduct internal and external focus groups and surveys

August Initial communication of completed plan (In-Service)
Strategic Planning Guest Speaker-In-service

November Final composition of plan including financial & budgetary considerations
Plan presented to Local Board for approval

November 2014-March 2015
Data analysis conducted by IE Governance Committee Update Mission, Vision, and Values Statement

March 2015-April 2015 College-wide Planning Summit

March 2015-August 2015
- Identification of Strategic Issues
- Establishment of goals and strategies
- Development of measurable objectives

PHASE I	PHASE II	PHASE III
• Search vendor to conduct Economic Impact Study • Committee appointment & selection • Develop communication strategies related to overall planning process	• Data gathering & analysis • Taxonomy identified • Internal & external data gathered • Situational analysis to be written based on data collected	• Composition of 2016-2021 Strategic Plan • Communication of Plan • Completion of Strategic Plan • Ongoing communication & evaluation of Strategic Plan during 2016-2021