

STRATEGIC PLANNING: KICK-OFF FORUMS

October XX, 2013

Dear Otis Community,

As promised in my October 4th memo, I write to outline the strategic planning process to be undertaken by our community over the next 12 months. The new Strategic Plan for 2014-19 will include strategic projects carried over from the successfully concluded 2010-13 Strategic Bridge Plan (SBP) as well as new areas for growth and development as Otis heads toward the Centennial Celebration in 2018-19.

To kick off the strategic planning process, I'm pleased to announce two forums for faculty and staff to take place over the next month. (A forum for students will be arranged separately in early 2014.) The purpose of the forums is to launch our planning efforts through open discussion of the seven strategic pathways that I presented in my State of the College Address on August 21st and that the Board of Trustees discussed and endorsed as a planning framework in a recent meeting.

Succinct descriptions of the pathways, along with relevant carryover items from the SBP and recent strategic efforts, will be circulated in advance of the forums, scheduled as follows –

FORUM #1: EDUCATIONAL EXCELLENCE AND MARKET COMPETITIVENESS

THURSDAY, NOVEMBER 14, 11:15 AM - 12:20 PM, IN THE TENT

- Strengthen and evidence student learning and success
- Expand enrollment demographics
- Enhance marketing impact

FORUM #2: INSTITUTIONAL RESOURCES AND SUSTAINABILITY

WEDNESDAY, NOVEMBER 20, 11:15 AM - 12:20 PM, IN THE FORUM

- Manage institutional costs
- Diversify revenue stream
- Expand facilities
- Achieve campaign and increase fundraising

After these two special forums, most strategic planning work will be incorporated into existing committees and working groups so that campus members can be engaged widely and organically.

You will receive a notification when new materials pertaining to the Strategic Planning process, including a projected timeline, are posted at <http://www.otis.edu/strategic-planning>.

I look forward to a whole team effort with you to plan and achieve our strategic future.

Best regards,
Samuel Hoj, President