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# **NIU COLLEGE OF BUSINESS STRATEGIC PLANNING COUNCIL MISSION, ORGANIZATION, STRUCTURE**

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*(Changes highlighted were approved unanimously at the 4-8-05 Strategic Planning Council VIII meeting.)*

## **OPERATING PRINCIPLE**

The Strategic Planning Council (SPC) operates under the strategy of inclusion, a process which engages us in a direct relationship with our “targeted” stakeholders (faculty, staff, students, the business community, and alumni) and through which we design our future. The process is fueled by focused dialogue between all stakeholders – both internal and external to the College – for the purposes of designing, advancing, and renewing the College’s strategic intent and strategic plan.

### **Core Values of the SPC**

1. The learner is the beneficiary of our activities.
2. We are responsive to the needs of learners, business, faculty, and staff, respecting the dignity of each individual.
3. We honor our commitments in an ethical and professional manner.

## **MISSION & RESPONSIBILITIES**

### **Mission of the SPC**

The Strategic Planning Council (SPC) is an on-going body with diverse and broad-based membership. SPC members are volunteers who: facilitate the design, advancement, and renewal of the College’s strategic plan in order to continually help the organization to lead change.

### **Responsibilities of SPC Members**

1. Serve as advocates for strategic change
2. Continually seek input from College stakeholders -- internal and external -- to foster ownership and to generate commitment to the development and advancement of the strategic plan
3. Continuously review the strategic plan
4. Identify systems, programs, and processes within the College needing change, improvement, or innovation
5. Facilitate communication among external stakeholders, and units, levels, and individuals in the College of Business about strategic activities
6. Make recommendations to Senate, College Council, College Curriculum, and other units in the College of Business where appropriate
7. Assess (using a set of activities) the accomplishments of strategic initiatives.
8. Serve as ambassadors to champion the College’s strategic plan and process

## **ORGANIZATION**

### **Characteristics of the SPC**

The SPC serves as advocates of the College's strategic planning effort. It represents and builds upon the viewpoints, ideas, and contributions generated by COB stakeholders with regard to the College's strategic planning effort.

Characteristics that define the SPC:

1. Made up of volunteers
2. Facilitated by the Dean
3. A team with broad-based representation
4. Awareness of the interrelated systems and processes of the College
5. Forum on continuous improvement

### **Characteristics of SPC Members**

All SPC members engage College stakeholders into open dialogue about the College's strategic plan and associated activities. SPC members serve as ambassadors to the College's strategic plan; they engage College stakeholders -- on a continual basis -- so as to foster ownership and to generate commitment to the development and advancement of the strategic plan.

Characteristics of SPC Membership:

1. Visionary and highly creative
2. Anticipate change
3. Team and consensus builder
4. Whole systems strategist
5. Comfortable with ambiguity
6. Innovate, not replicate
7. Challenge the status quo
8. Curious and flexible
9. Build on bold goals

### **Outcomes**

All SPC members revisit and renew the strategic plan through a process of consensus-building that is based upon the active inclusion and engagement of College stakeholders. All SPC members communicate all aspects of the College's strategic planning activities to its stakeholder groups. Some outcomes of the SPC process and activities include:

1. Focused college efforts
2. Achievement of goals
3. Infuse college values
4. Facilitation of college unit coordination

# STRUCTURE

## Meetings

1. The SPC shall meet in the Dean's Conference Room from 2:00 to 4:00 pm on the 3<sup>rd</sup> and 11<sup>th</sup> Friday of each semester. The SPC will also meet on the 15<sup>th</sup> Friday of each semester if needed.
2. The first meeting of each new council will be in the fall and will be preceded by an orientation meeting for new members.
3. The last meeting of the spring semester will be to finalize recommended annual college goals.

## Membership

1. The number of members at any time shall be no more than thirty (30).
2. SPC members must be a targeted stakeholder of the College of Business.
3. At least two-thirds of SPC membership must come from the College of Business. The membership goals of the SPC are as follows: two faculty members from each department (ACCY, FINA, MKTG, MGMT, and OMIS), 2 student representatives, 2 alumni representatives, 2 business community representatives, one university administration representative, 2 representatives from the operating staff, and 2 representatives from supportive professional staff. In addition, the SPC would ideally contain members of College Council, Staff Council, College Senate, and College Curriculum to serve as liaisons between these committees and the SPC.
4. SPC membership must include the Dean, the Associate Dean, the college's Strategy & Assessment Coordinator, the college's Director of Marketing, the current President of Staff Council, the Director of Technical Resources, and at least one student member.
5. College of Business members shall serve for a term of three years. One-third of the membership will rotate off each year. However, should any member wish to continue to serve on the SPC beyond the third year, the member must make a request to the Dean. The decision to extend any SPC incumbent's membership beyond the third year rests entirely with the Dean, who seeks to ensure participation on the SPC by those possessing the expertise/interest required for upcoming SPC activities (i.e., action teams). Those members whose continued membership is not approved by the Dean and/or who do not seek to serve beyond the third year must remain off of the council for one year before they can serve.

## Membership Selection

1. Target Volunteers. The Dean will develop a list of members to target each spring based on the targeted membership goals and the upcoming needs of the SPC.
2. Membership Selection. If necessary, the Dean will form a membership committee, consisting of 4-5 members from the current SPC, who will determine the membership from the pool of volunteers to maintain a diverse representation from the College. Members will be selected at the end of spring.
3. Orientation. An orientation meeting for new members will be held in the fall of each year, prior to the first meeting of the SPC.