

FORUM ON STRATEGIC PLANNING

WEDNESDAY | FEBRUARY 19, 2025



INSTITUTIONAL PLANNING: FORGING A BRIGHT AND SUSTAINABLE FUTURE

FORUM PRESENTER: LARRY J. MCKINNEY

FORMER EXECUTIVE DIRECTOR | ABHE (FL); PRESIDENT | PROVIDENCE UNIVERSITY COLLEGE & SIMPSON UNIVERSITY

OVERVIEW: Colleges and universities in North America are facing greater challenges that at any point in modern history, and institutions of biblical higher education are no exception. Enrollment, financial, leadership, and cultural challenges continue and were only exacerbated by COVID-19. Recognizing these challenges, it is essential for leaders to engage in a regular process of evaluation and planning to forge a bright and sustainable future for their institutions.

7:00 – 8:00 Forum Breakfast — Regency Foyer

8:00 – 8:15 Welcome & Introductions

8:15 – 9:30 SESSION ONE — A DEFINITION OF STRATEGIC PLANNING

- ▶ Current Challenges Facing Higher Education
- ▶ Biblical Principles for Strategic Planning
- ▶ What is Strategic Planning?
- ▶ Why Engage in Strategic Planning?

9:30 – 10:15 Refreshment Break — Regency Foyer

10:15 – 11:45 SESSION 2 — PARTICIPANTS IN THE STRATEGIC PLANNING PROCESS

- ▶ Who Should be Involved in Strategic Planning?
- ▶ Case Study “A Strategic Planning Nightmare”
- ▶ Evaluation: Assessment of Educational and Institutional Effectiveness
- ▶ ABHE Standards and Expectations Re: Evaluation and Planning

12:00 – 1:00 Buffet Lunch — Regency Foyer

1:00 – 2:15 SESSION 3 — A MODEL FOR STRATEGIC PLANNING — PART 1

- ▶ Components in the Strategic Planning Process
- ▶ Establishment/Review of the Mission Statement (Purpose)
- ▶ Identification of Core Values (Vision)
- ▶ Assessment of Institutional Effectiveness (SWOT Analysis)
- ▶ Identification of Strategic Issues (Priorities)

2:15 – 3:00 Refreshment Break — Regency Foyer

3:00 – 4:15 SESSION 4 — A MODEL FOR STRATEGIC PLANNING — PART 2

- ▶ Selection of Strategies (Goals)
- ▶ Implementation of Strategies (Action Plans)
- ▶ Monitor and Review Results (Adjustments)
- ▶ Strategic Planning is a Continuous Process
- ▶ Examples of Strategic Planning Documents

4:15 – 4:30 Wrap Up

6:00 – 8:30 CONNECTIONS DINNER — Ballroom B/C/D