

Informational Note for the Initial Framework for the UNE Strategic Plan

The “Strategic Plan Framework” is the Strategic Planning Coordinating Committee’s attempt to organize the many strategic themes and issues raised by UNE stakeholders into a relatively small set of overarching priorities to guide the University over the next five years. In addition, it articulates several specific goals for each priority. It does not propose initiatives and activities UNE could undertake to achieve the goals. Identifying those specific initiatives will require further input from our community, beginning with the work of the SPCC’s Strategic Planning Work Groups during April and May.

As a “preliminary” framework, it is very much a working draft intended to stimulate discussion, debate, and suggestions from the UNE community. These will guide its revision and development over the summer into a full first draft of the strategic plan.

As you read through the framework, please think about the following questions:

- Do the seven strategic priorities (identified by Roman numerals) capture the most important issues for UNE to address over the next five years?
- Do the potential goals (the Arabic-numbered items) logically fit where they appear? Is it clear how they support achievement of the priority above them?
- What’s missing? Are there additional goals that you feel should be added for any of the priorities? Are there any major topics unaddressed that you believe rise to the level of a priority for UNE in the coming years?
- What seems superfluous or of little significance and might be omitted?
- What’s unclear or confusing?

We encourage you to share your answers to these questions and other comments and ideas you have at one of the University-wide town-hall sessions that President Herbert will lead on April 12, 2018, at 3 p.m. in the Bush Center Board Room on the Biddeford Campus and on April 13, 2018, at 2 p.m. in the WCHP Lecture Hall on the Portland Campus. Please continue to share your feedback by email to: strategic@une.edu. We are eager to hear what you think and get your suggestions.

To help orient you, a word on the terminology we’ve employed in the Framework. We’ve found it useful to use the terms *priority*, *goal*, and *initiative* to distinguish three strategic plan components at different levels of “altitude.” Our definition of these terms:

- **Priorities** are broad targets for our attention, or areas of concern. They describe important but fairly general aspirational outcomes an institution is striving to achieve (e.g., *A Welcoming and Vibrant Community*).

- **Goals** are more specific ends the institution will shoot for in order to address its priorities. They are usually measurable, and they can be achieved or see significant progress forward within the time frame of the strategic plan (in this case, five years).
- **Initiatives** are *what* the institution is going to undertake to achieve its goals—the “how’s.”

As we’ve noted above, the strategic plan framework here begins to articulate the first two of these, UNE’s priorities and goals. In April and May, the SPCC and work groups will further develop these and propose specific initiatives for each goal.