

January 23, 2014

Dear Members of the Monmouth Community,

Monmouth University's strategic planning process is underway. Campus community members are working steadily to establish a transparent, inclusive, and dynamic process to develop a plan that authentically reflects our shared values and will take Monmouth University to new heights in the years to come. As we begin the spring 2014 semester, the Steering Committee would like to update you on our progress and ask all of you to participate in the strategic planning process.

**Status of the Strategic Planning Process:**

- The Steering Committee is charged with overseeing the development of the strategic plan with the expectation of creating opportunities for all members of the Monmouth community to participate in the planning process. The committee includes the three theme-oriented committee chairs who will coordinate efforts to learn the campus community's aspirations in the following areas: personalized learning experience, program relevancy, and global and cultural awareness.
- Because this strategic planning process is different from previous strategic plans developed at Monmouth, President Brown, the Steering Committee, cabinet members, and the communications team participated in a comprehensive, two-day strategic planning training program during the winter break. Consultants with extensive strategic planning experience emphasized the mechanics of strategic planning and its potential for making positive impact on what we do and how we can make a transformative difference in the lives of our students. A recurrent theme throughout the training was that successful planning depends on all of the people who participate in the process.
- The Steering Committee held subsequent meetings to discuss specifically how the strategic planning process at Monmouth will be inclusive and engaging. This includes an exchange of ideas on different platforms to learn from members of the campus community.
- A website is now live and will serve as a hub of information as the various strategic planning stages unfold. As the planning process continues, the website will become more robust with information, updates, and mechanisms to get involved. You can access the website at:  
[www.monmouth.edu/strategicplan](http://www.monmouth.edu/strategicplan)

**Connecting the Campus Community:**

- Our strategic planning process will truly be "bottom-up" and will involve the entire Monmouth University community. To that end, members of the steering committee and theme-based committees are not charged with determining the best directions for us to take. Instead, committee members are responsible for reaching out to the campus community, hearing your ideas, collecting information, and eventually writing the strategic plan.

- We need your help! We hope that you will share your ideas for strategies to foster comprehensive engagement. The authenticity of the strategic plan hinges on community involvement. Because so much of our efforts relate to information gathering, we need to hear from you regarding how you would like to provide information (e.g., What settings are best? Who should we be sure to talk to? What medium is best?). Go to the survey below to share ideas on strategies to connect with the campus community: <https://www.surveymonkey.com/s/QGSJYLX>
- Once we learn the community's preferred methods of communication, we will quickly move into our comprehensive information gathering efforts. Looking ahead to that phase of the process, think about what we do for our students when preparing them for "Life after Monmouth" and share these ideas at upcoming strategic planning meetings, events, or with members of the steering committee.

Much of our planning work this semester involves talking together, across all areas of campus; to articulate our aspirations as a community. This includes discussions in meetings, group settings, and among individuals. As we work through such participatory mechanisms in this initial stage of the strategic plan, please do not hesitate to contact members of the steering committee with questions or ideas.

Sincerely,

The Monmouth University Strategic Plan Steering Committee