



Center for Learning Innovations &
Customized Knowledge Solutions

4 day
online
course



Strategic Planning in Higher Education

"Transitioning your strategy into measurable outcomes"

June 6th - 9th, 2021

18-21 learning hours delivered through synchronous
& asynchronous online learning

8 Hours Synchronous Learning | 10-13 Hours Asynchronous Self-Paced Learning

Course Outline

Strategic planning is a consultative and stakeholder-driven process that involves formulating goals, objectives, and action steps, and monitoring implementation, tracking progress, and revising the plan. However, behind this seemingly simple process, there is the big task of senior management to build the capacity to think strategically and make forward looking but realistic decisions to plan, execute and adjust strategy to navigate unexpected events. A crisis such as the COVID-19 pandemic has disrupted higher education institutions in an unprecedented way, pushing leaders to re-think and reshape their strategies, work environment and culture for a sustainable future.

This program is designed to engage the participants through learning, reflecting and applying concepts, tools and practices to translate the concepts of strategy into actions. The program will be delivered through synchronous and asynchronous learning with self-paced engaging activities. An important part of this experience is that participants will be given immersive learning experience by applying the strategic planning framework and tools to their institutions using an activity workbook.



18-21 Learning Hours

8 Hours Synchronous Learning

10-13 Hours Asynchronous

Self-Paced Learning



Duration: 4 Days

6th - 9th June, 2021



Prerequisites

None



Format

Blend of synchronous zoom sessions and asynchronous learning components

Course Objectives



At the end of this course participants will be able to:


- ▲ Understand and apply the 4-stage strategic planning process and its tools and techniques;
- ▲ Think strategically by reflecting on the challenges faced by higher education institutions and proposing scenarios for the future;
- ▲ Learn how to formulate institutional strategies for the future using value disciplines;
- ▲ Explore the use of the balanced scorecard as a tools for translating your institution's mission into measurable objectives and KPIs;
- ▲ Learn how to cascade your institutional plan to other organizational units;
- ▲ Learn how to close the loop of planning through effective review and reporting processes, and
- ▲ Understand the role of leadership in strategy execution.



Target Audience

- ▲ Directors and staff working in planning, quality and institutional effectiveness offices
- ▲ Vice Presidents, Deans of colleges and schools and heads of academic support and administrative units involved with strategic planning.

 Institutional Group Registrations and Earlybird discounts are available 


 Certificates of Completion will be provided at the end of the course for participants who go through all modules , attend live sessions and complete activities.

Registration Fee

\$299

 Earlybird for registrations fully completed prior to 23rd April, 2021

\$399

 for registrations after 24th April, 2021

Limited slots are available.

You can register online at [www. cli-cks.com](http://www.cli-cks.com)



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Founder and CEO, the Center of Learning Innovations and Customized Knowledge Solutions (CLICKS), UAE

Facilitators



Module 1: Building your capacity for strategic thinking (Self-Paced)

Overview:

Module (1) provides the participants with a big picture perspective about strategy, strategic thinking and strategic planning. The module discusses the skillset needed to competently think and plan strategically to chart future direction of the institution. It describes the strategic planning process and its link with quality and accreditation. It provides answers to some of the fundamental questions about why planning fails and how to overcome the barriers to effective and sustainable strategy execution.

Topics covered:

- What is strategic planning?
- Strategic thinking and strategic planning: Why do we need both?
- Linking strategic planning with quality & accreditation
- Why planning fails?
- Strategic Planning Process: Ten (10) critical questions
- Barriers to strategy implementation

▲ Additional learning material (self-paced)

▲ Learning activities

Activity 1.1: Online discussion through “Discussion Forum”.

Module 2: Charting your strategic journey (Self-Paced)

Overview:

This module discusses the internal and external factors influencing higher education landscape with further emphasis on the radical transformations caused by the COVID-19 pandemic. It provides the participants with an opportunity to reflect on their institutional vision, mission and core values and envision the future of their university or college.

Topics covered:

- Understanding the higher education landscape and its challenges
- Visioning excellence
- Internalizing your core values

▲ Additional learning material (self-paced)

▲ Learning activities

- Activity 2.1: Online discussion through “Discussion Forum”
- Activity 2.2: Activity through the Strategic Planning Workbook



4 Synchronous Hours

1-2 Self-Paced Asynchronous Learning Hours

7th June
2021

11:00 - 15:00 UAE Time
(GMT+04:00)

Module 3: Understanding your environment (Online Zoom session + Self-Paced Learning)

Overview:

Module (3) engages the participants with some of the most frequently used internal and external environment analysis tools used in strategic planning. Participants will be guided to effectively apply these tools using examples from other universities.

Topics covered:

- P.E.S.T.E.L analysis
- Value Chain Analysis
- Stakeholder Analysis
- Defining core competences and identifying risks and constraints
- SWOT & TOWS Analysis

▲ Additional learning material (self-paced)

▲ Learning activities
Activity 3.1: Strategic Planning Workbook (SWOT & TOWS analysis based on the area you have selected).

Module 4: Formulating institutional strategies for the future (Online Zoom session + Self-Paced Learning)

Overview:

Module (4) flows from Module (3) and provides participants with the skills to apply strategic thinking to make set choices that define how your institution achieve superior performance in the face of competition.

Topics covered:

- Defining your strategic priorities
 - ▲ Determining your strategy critical success factors
 - ▲ Defining your institutional themes / focus areas
- Translating your strategy into goals, objectives, measures and initiatives
 - ▲ Identifying strategic goals and objectives
 - ▲ Developing Institutional Key Performance Indicators
 - ▲ Determining key initiatives

▲ Additional learning material (self-paced)

▲ Learning activities
Activity 4.1: Strategic Planning Workbook | Continuing from the Activity 3.1

- Determine your strategy themes / focus areas
- Develop measurable objectives for each theme
- Develop key performance indicators
- Identify key strategic initiatives & expected timelines for achievement



4-6 Self-Paced Asynchronous Learning Hours

8th June
2021

Application: Participants are required to complete the following tasks in order to implement all what has been covered in modules 2-4:

- To complete the sections required in the workbook as guided by the facilitator (Completion of activity 3.1 & 4.1).
- The workbook is to be submitted by the end of the day to the facilitator for review and individual feedback.



4 Synchronous Hours

9th June
2021

11:00 - 15:00 UAE Time
(GMT+04:00)

Module 5: Creating institutional synergy through strategy alignment

Overview:

This final module provides the participants with action steps and practice on how to keep strategic planning alive and relevant. This includes among other cascading institutional plan to other department, ensuring effective communication of strategy, and developing appropriate governance structure for effective plan monitoring and reporting.

▲ Additional learning material (self-paced)

Facilitator to provide group feedback on the strategic planning workbooks submitted including areas of strengths and areas for improvement.

Topics covered:

- Creating institutional synergy through strategy alignment
 - ▲ Cascading your strategic plan throughout the institution
 - ▲ Determining potential vertical and horizontal synergies
 - ▲ Communicating your strategy
 - ▲ Linking operational plans to the strategic plan
- Closing the loop - Keeping the planning process alive through effective governance and accountability
 - ▲ Establishing a system for strategy monitoring and accountability
 - ▲ Putting together your strategic plan



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