

# JSU Operational Planning Guide

## SACSCOC Requirement 7.1

*The institution engages in ongoing, comprehensive, and integrated research-based planning and evaluation processes that (a) focus on institutional quality and effectiveness and (b) incorporate a systematic review of institutional goals and outcomes consistent with its mission.*

### Operational Planning

- Involves all college, student support and academic support units
- Is linked to the decision-making process at all levels and provides a sound basis for budgetary decisions and resource allocations
- Involves a planning process and an evaluation process with a focus on institutional improvement
- An Operational Plan should describe the changes a college or non-instructional unit intends to implement to increase effectiveness. Think of the plan as more of a unit **Strategic Plan**, and not a “To Do” list. The focus of Operational Plans is quality and effectiveness improvement, not a list of tasks to be accomplished.

### Documenting Operational Plans

#### Development

- Do some research – Environmental Scanning, SWOT Analysis, supervisor input, etc.
  - What do we do? How can we do it better?
  - What improvements are needed in the delivery our services?
  - What new process or service needs to be implemented? Something another university does? Changes in higher education?
  - What new technology or systems can be implemented to improve services?
  - Develop a mission statement that highlights the main areas of focus of the college or unit and reflects the major component of the work. Mission statements are brief and specific.
- Best Practices are followed when a team within the unit develops the plan
  - Goals (At least 2)
    - Are specific and state what the unit wants to achieve or implement
    - At least a few should relate to supporting the university Strategic Plan or Mission
    - The Strategic Plan and Mission are listed here:  
[http://www.jsu.edu/president/strategic\\_planning.html](http://www.jsu.edu/president/strategic_planning.html)
  - Objectives
    - What two or three things should be done to achieve the goal? Those become the objectives, the “how” to achieving the goals.
    - Give a brief explanation how objectives will be achieved and a timeframe for completion where necessary.

#### Yearly Reporting and Evaluation (Due October 15th)

##### Progress and Adjustments

- Describe the progress and evaluate any changes that need to be made the following year. This may include adding objectives to existing goals, adding goals and objectives or completing current goals or objectives.
- Determine if additional goals and or objectives should be developed.
- Budget requests are tied to planning. You will be required to link your budget requests to your operational plan, the strategic plan or the mission.
- Any Program Review goals and objectives will be added to the plan after completion of the process and discussion with Division lead.

*The Office of Institutional Research and Effectiveness is available to provide group consulting in the development of your goals and objectives. Please contact Mandy Abernathy at [abernathy@jsu.edu](mailto:abernathy@jsu.edu) to schedule a session.*