

# IISLL Strategic Planning

## *Welcome and Objectives*

- Provide an overview of the IISLL strategic planning process.
- Clarify the “core mission” of the IISLL.

# IISLL Strategic Planning

1. Clarify IISLL Core Mission (April)
2. Identify Strengths, Weaknesses, Opportunities, and Threats (May/June)
  - Via Internal & External Assessments
3. Identify Strategic Issues and Objectives (June 30th)
4. Develop Near-Term Goals and Tactical Plans (June)

# IISLL Strategic Planning

## 1. Clarify IISLL Mission

- What is the unique purpose of the IISLL?
- What is the intended contribution of the IISLL?
- What are the basic needs that we will address?
- In what areas and with what populations will the IISLL work to have an impact?

## • Process

- Interested (core) members meet to refine planning committee proposal
- Today's meeting (early April)

# IISLL Strategic Planning

## 2. Identify Strengths, Weaknesses, Opportunities, and Threats

### – **External Assessment of Opportunities and Threats**

- What are the needs that the IISLL can address?
- What are the political, economic, social, and technological forces that may impact the IISLL?
- What are potential funding sources and issues?
- Who are our competition for resources and what are their strengths?

# IISLL Strategic Planning

## 2. Identify Strengths, Weaknesses, Opportunities, and Threats

### – **Internal Assessment of Strengths and Weaknesses**

- What are the NIU resources can we leverage?
- What are the strengths of the Departments or researchers that will participate in the IISLL?
- Are there important areas of expertise that we are missing?
- What existing processes can we use?

# IISLL Strategic Planning

## 2. Identify Strengths, Weaknesses, Opportunities, and Threats

### – **Process**

- Establish two working groups to conduct the internal and external analyses
- The process and questions could be posted on the IISLL website to allow for other member input
- Each team works toward a presentation for the entire group in a meeting to identify strategic issues (step 3).

# IISLL Strategic Planning

## 3. Identify Strategic Issues and Objectives

- Given our mission and the results of the internal and external assessments, what are the strategic issues that we want/need to address?
- In what areas can the IISLL have the greatest impact?
- What Structures and Processes do we need to establish?

# IISLL Strategic Planning

## 3. Identify Strategic Issues and Objectives

### – Process

- Entire group meets to review previous products and identify strategic issues
- Review core mission, products of internal and external scans
- Brainstorm then discuss, consolidate, and prioritize strategic issues
- Establish working groups to develop plans for addressing each issue

# IISLL Strategic Planning

## 4. Develop Near-Term Goals and Tactical Plans (June)

- For each of the strategic issues, what is the desired outcome?
- What near-term strategies and goals will enable us to make progress on that issue?
- How should progress be measured?
- Who needs to be involved and what are their roles and responsibilities?

# IISLL Strategic Planning

## 4. Develop Near-Term Goals and Tactical Plans (June)

### – Process

- Working groups present plans to address strategic issues for comment and refinement by the larger group
- Establish implementation teams

# Clarify IISLL Mission

1. A good mission statement will:
  - Clarify the unique purpose of the IISLL.
  - Help distinguish IISLL from other related groups.
  - Help to clarify what's in / out.
  - Use plain English (not jargon).
  - Provide a focus for at least 5 years.

# Clarify IISLL Mission

## 2. Questions the mission statement should answer:

- What is the unique purpose of the IISLL?
- What is the intended contribution of the IISLL?
- What are the basic needs that we will address?
- In what areas and with what populations will the IISLL work to have an impact?

# IISLL Mission

We are an interdisciplinary center for the study of language and literacy across the lifespan (with diverse populations?) committed to improving research, methodology, and practice both regionally and globally.

- We engage in basic and applied research in language and literacy.
- We develop and apply innovative research and assessment methodologies to solve complex problems.
- We identify and promote best practices in language and literacy.
- We provide evidence-based outreach that generates results.