

Affirming/Updating the UH System Strategic Plan

Strategic Plan Goals/Objectives		Action			
		Keep	Dump	Revise	Suggested Measure
Goal 5	Resources and Stewardship				
Objective 1	To build an effective constituency that converts community support for the University of Hawai'i into public and private revenue streams that support achievement of strategic plan goals.	✓			
Action 1	Develop and fund a competitive and fiscally sound enrollment management and marketing plan.		✓	This needs to be done at the individual campus level	
Action 2	Develop a transparent policy on the appropriate allocation of financial responsibilities among students, taxpayers (legislative appropriations), the UH Foundation, and extramural sources.	✓			Monitor mix of funding target levels
Action 3	Reallocate resources as needed to ensure support for those programs deemed critical to the goals of this plan.	✓			
Action 4	Fund a first-rate information technology infrastructure.	✓			
Action 5	Develop a coherent pricing and funding model for distance learning and allocate funds based on the shared priorities of the system.	✓			
Action 6	Develop and implement campus sustainability plans that will lead to the careful stewardship of natural and man-made resources, the saving of revenue, and the enhancement of the campus experience; serve as a model for the state.	?		Oversee development & implementation of campus plans	
Action 7	Pursue aggressive fundraising in support of University priorities.	✓			
Objective 2	To allocate and manage resources to achieve continuing improvement in organization, people, and processes and to secure competitive advantage.	✓			
Action 1	Develop policy guidelines that ensure implementation of academic program responsibility among academic units consistent with functional responsibility & community need.	✓			
Action 2	Conduct a comprehensive review and redesign of administrative and student support processes; leverage information technology and best practices to improve efficiency and effectiveness, utilizing resource standards as appropriate.		✓	System has no students Keep admin & IT	
Action 3	Encourage risk taking, reward innovation, and invest in change to reduce costs and paperwork and generate revenue.	✓			
Action 4	Examine and redefine the University of Hawai'i system brand.		✓	"branding" is BS & each campus is different	
Action 5	Develop, fund, and execute a comprehensive, integrated marketing communications campaign for the UH system in the state of Hawai'i and an appropriate marketing plan for areas outside of the state.		✓	Push this down to the campus level	
Action 6	Improve support for the marketing efforts undertaken by individual UH system campuses and programs, including both financial and human resource considerations.	✓			
Action 7	Develop a culture of evidence for monitoring and improving University functions and providing public accountability.	✓			