

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.	√			(1) Plan, (2) Budget, (3) Assessment
Action 2	Develop a transparent policy on the appropriate allocation of financial responsibilities among students, taxpayers (legislative appropriations), the UH Foundation, and extramural sources.	?			
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.		√	Comment: Sustain as an ongoing expense	
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.	√			
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.	√		Define academic program response and clarify	
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.	√		Wordy, but keep	
Action 3	Encourage risk taking, reward innovation, and invest in change to reduce costs and paperwork and generate revenue.	√		Split (1) encourage risk taking & reward innovation to generate revenue, (2) Invert the change to reduce cost & paperwork	
Action 4	Examine and redefine the University of Hawai'i system brand.		√		
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.		√	Comment: Sustain as an ongoing expense	
Action 6	Improve support for the marketing efforts undertaken by individual UH system campuses and programs, including both financial and human resource considerations.		√	Comment: Sustain as an ongoing expense	
Action 7	Develop a culture of evidence for monitoring and improving University functions and providing public accountability.	√			