

Milwaukee School of Engineerng Univeristy
Strategic Planning Workshop Agenda
August 28th and 29th, 2017

Milwaukee Athlentic Club
758 N. Broadway, Milwaukee, WI 53202

Start	Subject	Leader
August 28, 2017		
<i>Meet in the Wisconsin Room - Eighth floor</i>		
7:30AM	Continental Breakfast	All Hands
8:00 AM	Introduction: Goals and Expectations	John Walz
	What we are going to do and why.	Mike Diamond
	Expectations and commitments to the process	
8:15AM	The Strategic Management Process	Mike Diamond
	The strategic planning partnership	Mark Robison
	Individual roles and ground rules	
	Strategic framework	
	Process and workshop schedule	
8:45AM	Challenges and Opportunities in Higher Education and at MSOE	
	Challenges and opportunities in higher education	Mark Robison
	Our market position and challenges	John Walz
9:30AM	Break	Participants
9:45AM	Going-In Vision	Mark Robison
	I'll be proud.... (Individual/Small group)	
	I'll be proud.... (Take-up)	
10:30AM	Turning Vision into Reality	Mike Diamond
	Purposes, values, distinctive capabilities	
	The strategic framework	
11:00AM	Stakeholder Analysis	Mark Robison
	Set-up/Breakout	
11:15AM	Working Lunch -Stakeholder Analysis (continued)	Participants
1:00PM	Stakeholder Analysis Report Backs	Group Reports
1:15PM	Mission	Mike Diamond
	Components of misson ranking	
	Developing a mission statement	
2:15PM	Wrap-up and Adjourn	Mark Robison
		John Walz

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8:00AM	Continental Breakfast	All Hands
8:30AM	Day One Overview and Day Two Agenda	Mark Robison
8:45AM	Mission (Continued) Break-out sessions	Mike Diamond
9:30AM	Mission (Continued) Report backs	Group Leaders Mark Robison
10:00AM	Break	Participants
10:15AM	Values Fish video Our values	Mark Robison Mike Diamond
11:00AM	Discussion of a First Draft MSOE Mission Statement	John Walz
11:30AM	Developing Distinctive Capabilities, Strategies and Measures and Working Lunch Strategic framework: diagram and definitions Process and examples from other institutions Assignment of task force members Task force calendars Initial distinctive capability and strategy drafts Working lunch	Mike Diamond Mark Robison Task Forces
2:30PM	Group Report Backs	Group Reports
3:15PM	The Process From Here Integration workshops (2) Implementaton workshop Task forces and task force member roles	Mike Diamond Mike Diamond
3:30 PM	Conclusion and Adjourn Reality check Basis for communication President's concluding remarks	Mike Diamond John Walz
3:45PM	Reception	All Hands