

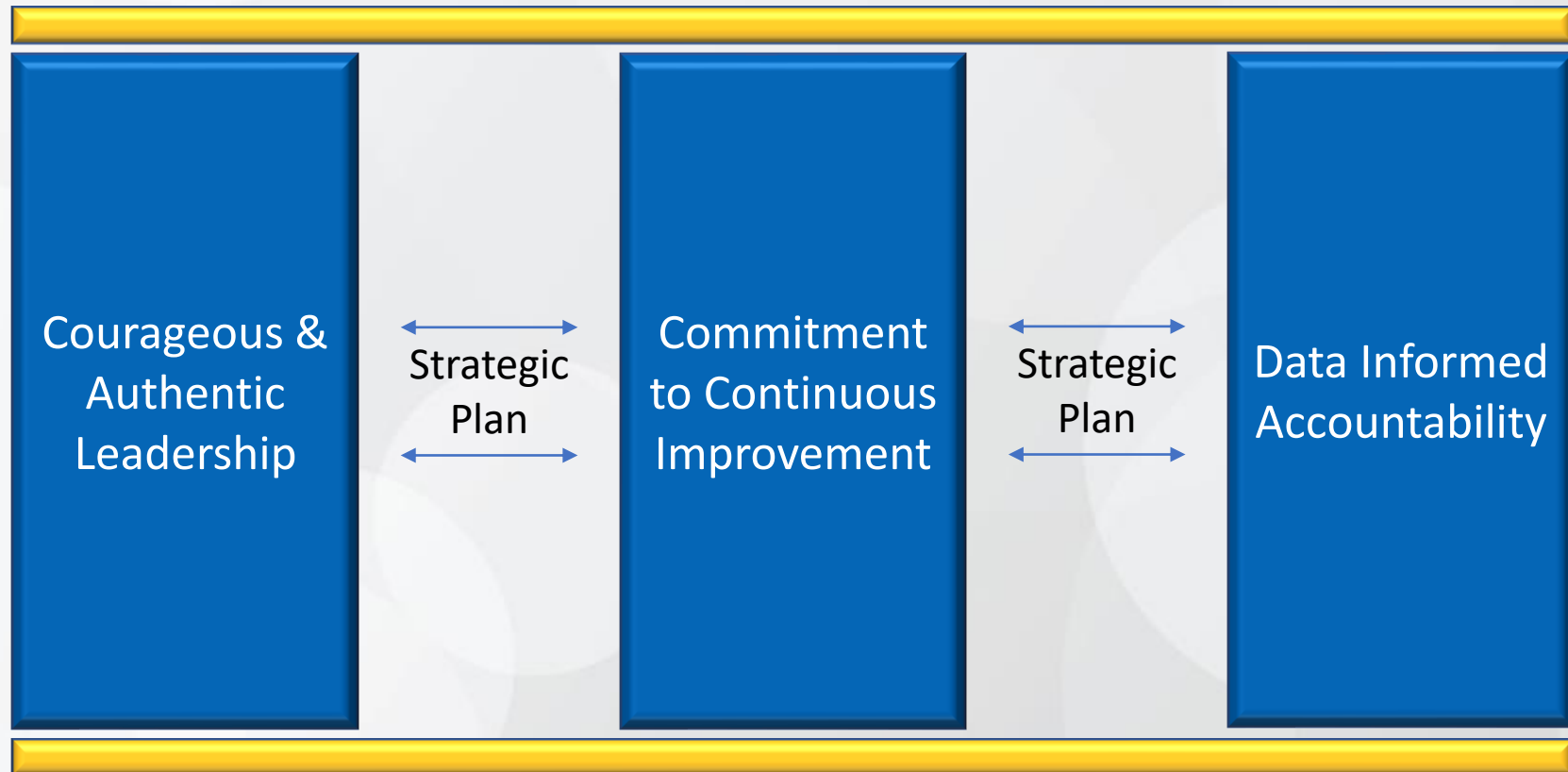
More Than “Checking a Box”

Dr. Kristina Ramirez Wilson
Chief of Performance Excellence & Strategy





Institutional Excellence



Shelf Documents

- Early Higher Ed Strategic Plans were used to Articulate Mission and Vision, Prioritize Resources, and Promote Focus.
- **“Shelf Document”** Plans **Described the Institution;** did not Motivate Planning Process.



Evolving Student Needs

Facilities, Equipment, and Technology

Local Workforce Demands

State and Federal Mandates

Student Success Rates

Faculty Engagement

New Learning Modalities

High Touch & High Tech

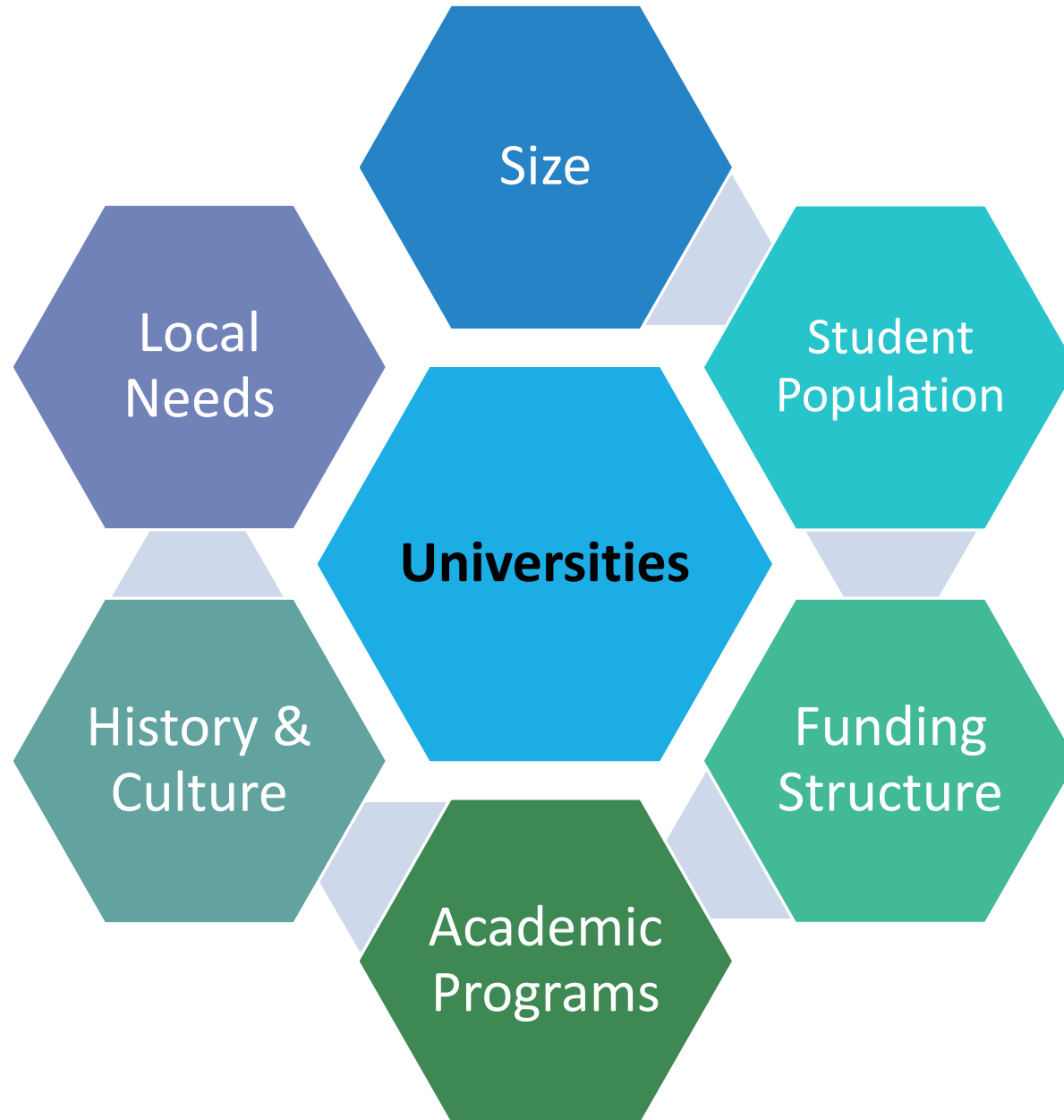
Accreditation Requirements



A New Plan

- Developed by **Stakeholders**
- Addressing TAMUK's **Strategic Issues**
- Measured by Ambitious, Yet Attainable **Key Performance Indicators** (KPIs) and Student Achievement Targets
- Implemented **Intentionally** by all Programs and Units of the University

Different Universities



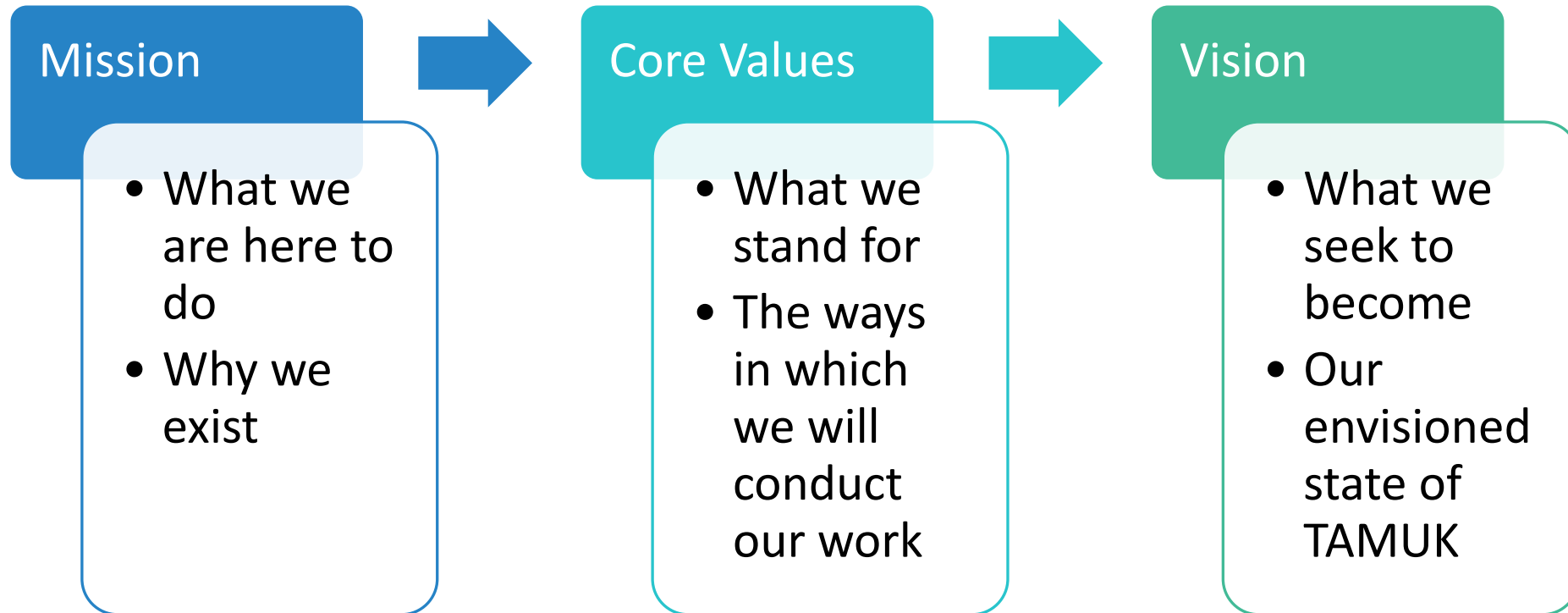
Different Plans

Looking Ahead to 2027

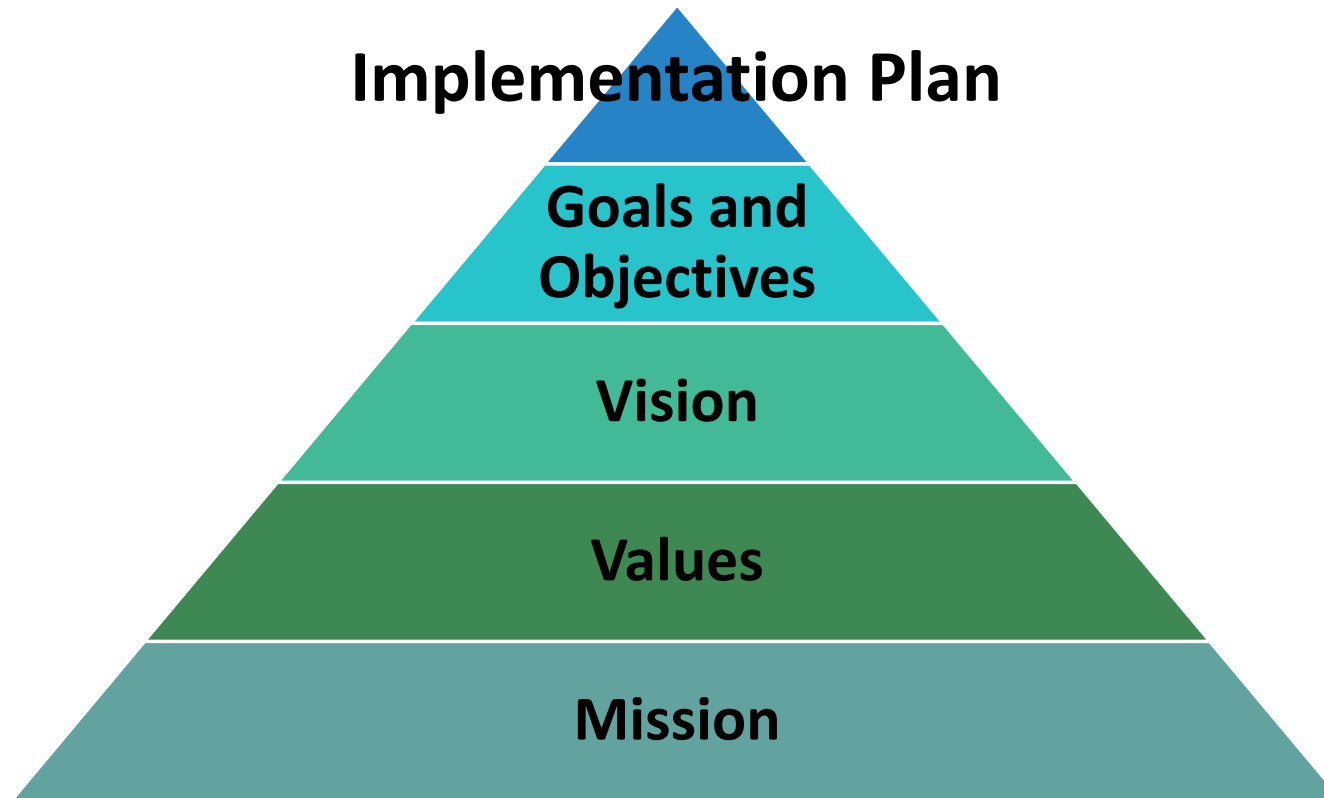


Cultural Definition Taskforce


Examining and Redefining our Strategic Plan's Foundation:



Components of A Strategic Plan



Source: Hinton, K.E. (2012). A Practical Guide to Strategic Planning in Higher Education. *Society for College and University Planners*.

A photograph of a paved road with double yellow lines leading into a desert landscape with sand dunes and sparse vegetation under a clear sky. The quote is overlaid on the image in three stacked dark red boxes.

When you have too many
top priorities, you effectively
have no top priorities.

Stephen R. Covey

 quotezfancy

The 4 Disciplines of Execution (4DX)

1 Discipline 1: Focus on the Wildly Important

This is the discipline of *focus*. Exceptional execution starts with narrowing the focus—clearly identifying what must be done. Otherwise, nothing else you achieve really matters much.

Discipline 1

2 Discipline 2: Act on the Lead Measures

This is the discipline of *leverage*. 80% of your results will come from 20% of your activities; are you focusing on the right ones? Discipline 2 is based on the principle that not all actions are created equal. Identify and act on the activities with the highest leverage.

Discipline 2

3 Discipline 3: Keep a Compelling Scoreboard

This is the discipline of *engagement*. People and teams play differently when they are keeping score, and the right kind of scoreboards motivate the players to win.

Discipline 3

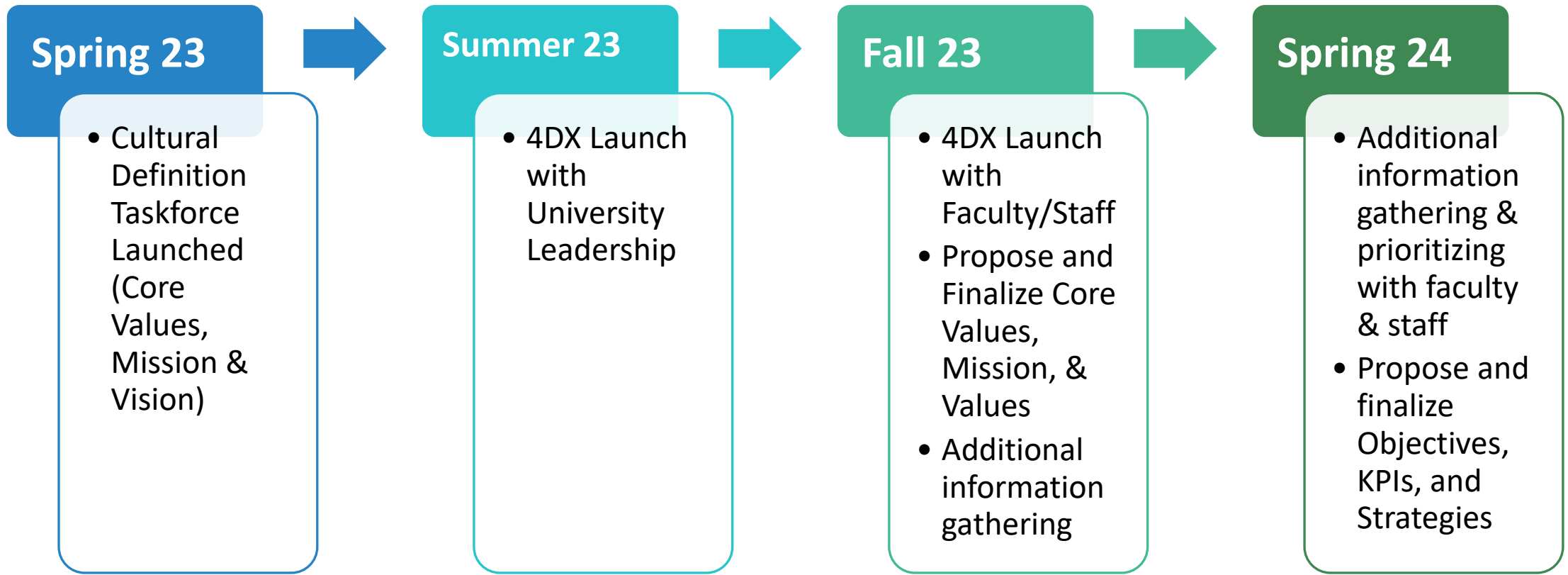
4 Discipline 4: Create a Cadence of Accountability

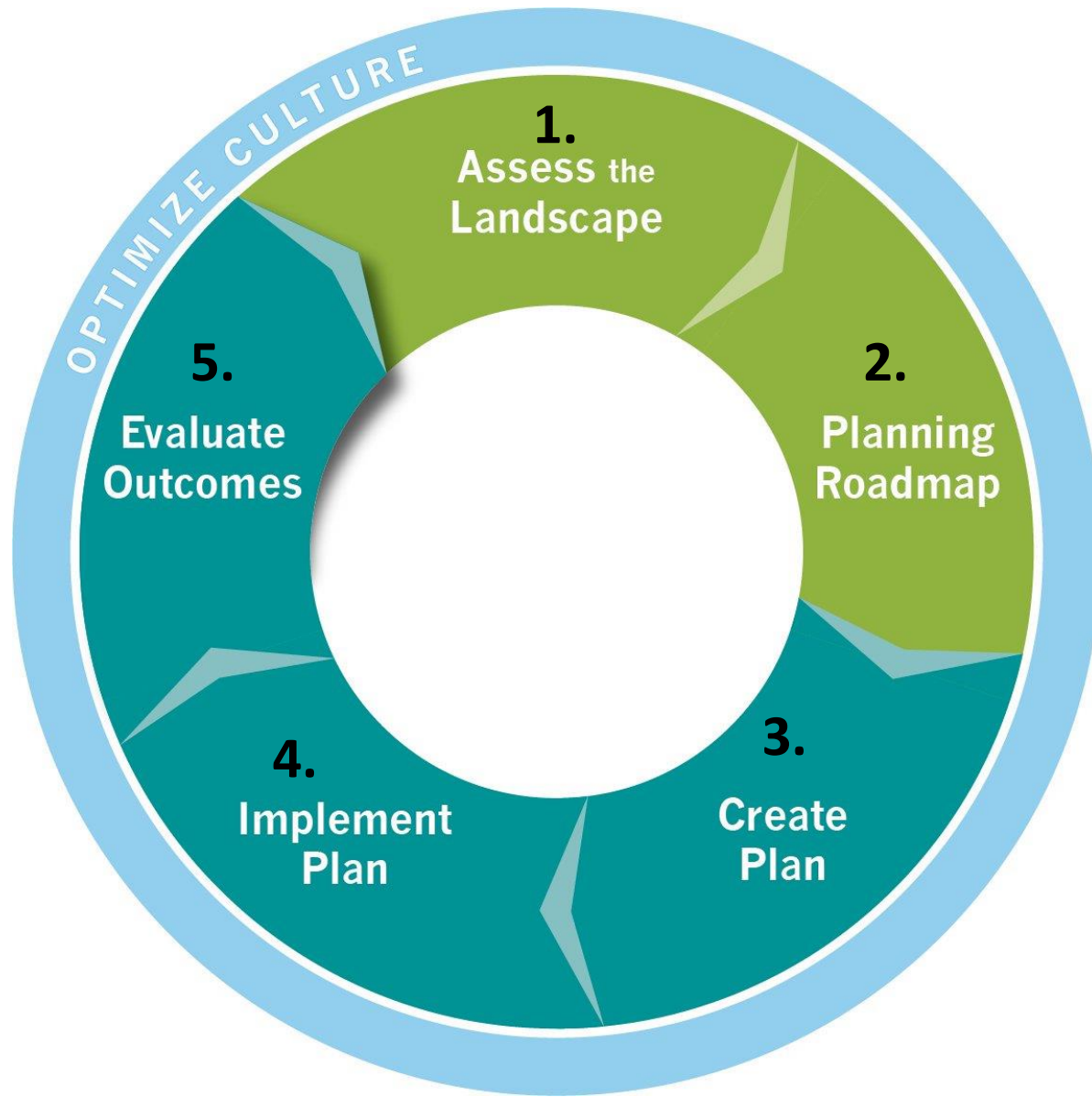
This is the discipline of *accountability*. Each team engages in a simple weekly process that highlights successes, analyzes failures, and course-corrects as necessary, creating the ultimate performance-management system.

Discipline 4



Projected Timeline





*Nosotros
Somos*

TAMUK

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