Planning: Strategy Mapping
Diagnostic

Are you and your team on the same page?

Could your campus members list the highest priorities and identify how their work fits into the campus plan?

If not, *Strategy Mapping* can help.
Strategy Mapping

Conceptually – A strategy map aligns a functional area’s strategies with identified priorities and their respective key metric(s) so that strategies that either lead to, or contribute to increases in the key metric are listed in columns associated with each of the key metric(s).

Advantages:
✓ Visually demonstrates to the individual functional area and employee how his/her work contributes to the initiative
✓ It demonstrates how short-term outcomes can lead to, or contribute to increases in higher-order SEM Key Metrics
✓ Facilitates Collective Impact Reporting
Each listed Strategy either potentially leads to, or directly contributes to a change in the SEM Key Metric.
# Strategy Mapping Using the ACE Form

<table>
<thead>
<tr>
<th>Owner</th>
<th>Objective</th>
<th>Action Steps</th>
<th>Resources</th>
<th>Achievement Target</th>
</tr>
</thead>
</table>
| VPSS  | Increase Fall Headcount to 13,000 through Marketing, Open Houses, Student Success Support | - Establish Committees and Charge  
- Establish Regular Meetings  
- Assign tasks to smaller committee task forces  
- Establish monitoring and evaluation methods for implementation of plans  
- Regular updates to President | $11,500 for Marketing, and Staffing  
Staffing from FA and Advising for Open Houses and Community Events | - Fall 2018 Headcount = 13,000  
- Committees formed  
- Plans and Action Items executed |
| Coordinator | Increase count of students attending Open houses to 1,000 high school and community members through 5 open houses | - Coordinate Marketing Campaign  
- Coordinate Advising team  
- Logistics of planning the location, time, staff, material | $10,000  
- Marketing Team to complete campaign  
- Advisors for student training during Open Houses  
- FA staff to work on Open House days | - 150 Attendees applied to LSC during events  
- 1,000 Approximate Attendee Headcount  
- 5 Open Houses |
| FA | Increase the percentage of students applying for FA to ___% through Open Houses and Community outreach. | - Develop FA Informational Flyer content  
- Deliver content to Marketing by April 1st  
- Receive completed Flyer content by April 7th  
- Print material by April 15th  
- Train and coordinate staffing for Open Houses and Community Events | $1,000 for printed material  
- $500 for overtime staffing, travel monies, etc., Staffing for 5 Open houses and 5 Community Events | …% of Student applying for FA  
- Support 5 Open Houses and 5 Community events  
- Train 500 students and potential students about FAFSA |
| Marketing | Design and Implement Marketing campaign for Open Houses | | | Marketing Campaign completed on time and on budget |
| Marketing | Design Supporting materials for FA, Advising, etc. | | | Marketing Material Completed on time |