

Strategic Planning Process

The College of Engineering's strategic planning process and the attached draft materials reflect the following approach:

The Strategic Framework

The strategic framework around which the planning process is organized identifies both the direction-giving elements of the plan (mission, values, distinctive capabilities and measures) and its implementation elements (strategies and actions.) Over the course of the spring semester each element of this framework will be developed. See page 2 for a graphic depicting the framework, which includes the following major components:

Mission

Mission is defined as a statement of shared purposes and shared values. Shared values communicate what it's like to be served by the university and what it's like to be a member of the service-providing team. Shared purposes provide focus by driving strategy and resource allocations throughout the institution. Shared values provide control by driving and guiding execution in the day-to-day decisions of the people of the organization.

Distinctive Capabilities

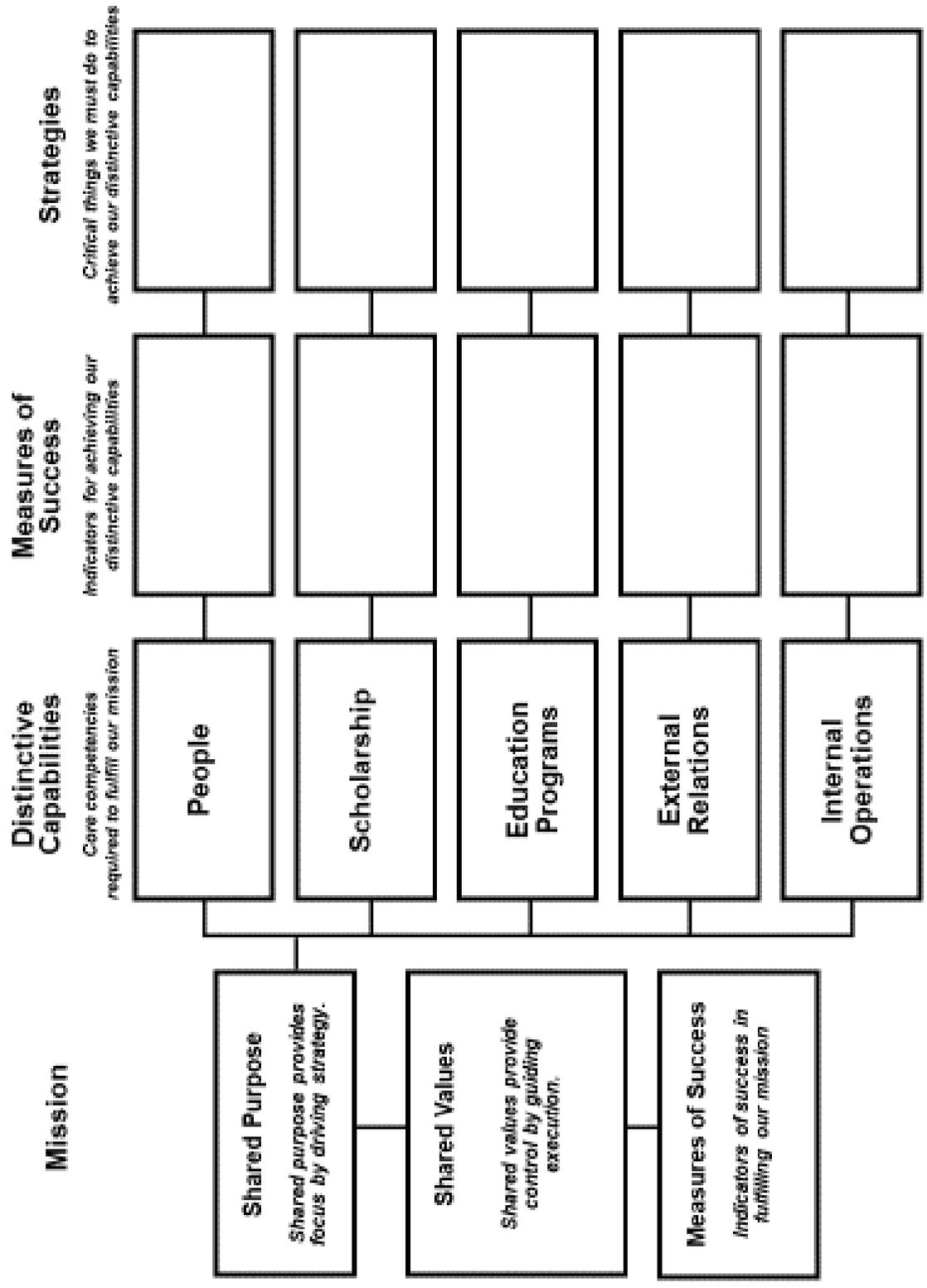
The mission is described in greater specificity by identifying distinctive capabilities, i.e., those core competencies or attributes that add special value to specific segments of the marketplace. The idea is not a quest for uniqueness, but rather one of making selective choices about current, and more importantly future, core competencies that will provide distinctive or special value. To this end, five task forces examine different aspects of the University's work:

- People: culture, values, team relationships, individual qualities and skills;
- Scholarship: definition and relative emphasis within the elements of scholarship and creative activities;
- Education Programs: degree and non-degree programs and learning processes;
- External Relations: relationships among the diverse stakeholders of the institution;
- Internal Operations: structural elements that support the learning and scholarship/creative activity processes.

Each task force articulates a distinctive capability, or mini-mission statement, which is future-oriented. They also develop strategies by which that distinction will be achieved.

Strategies and Actions

Strategies and actions involve specifying the major initiatives necessary to accomplish the mission. In the end, strategies are resource allocations. Strategies define what will be done either to sustain the College's current position or to move it beyond its current state toward fulfillment of its mission.



DRAFT Task Force Reports
College of Engineering
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Purpose and Values

Vision Statement:

Every one is a Complete Engineer

Mission Statement:

Nebraska Engineering is a diverse and inclusive community that invests in our people to develop The Complete Engineer. We drive economic development, address global challenges, and enhance the quality of life in Nebraska.

Values:

Challenge Yourself | Live Inclusively | Create the Future | Think Boldly | Be a Leader | Solve Problems | Commit to Success | Build a Team

People

Distinctive Capability: We are an inclusive and collaborative community of world-class problem solvers leveraging holistic support, ample resources, and broad opportunities for global impact.

Scholarship

Distinctive Capability: We are a collaborative community leveraging the laboratory of Nebraska to foster discovery that touches the world.

Education Programs

Distinctive Capability: Our engaging, practical, and research-informed educational programs leverage an infinitely diverse and multi-disciplinary community to inspire passionate learners to make a difference locally and globally.

External Relations

Distinctive Capability: Nebraska Engineering is the premier and trusted partner for those seeking to invent the future and change the world.

Internal Operations

Distinctive Capability: College of Engineering operations provides complete service that is adaptive, efficient, and people focused in a unified culture of respect.