

Project Components, Deliverables, and Timeline

Component One

Establishing a Common Fact Base

Component Two

Development of Strategic Priorities

Component Three

Operationalization

Key Activities Summary

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| <ul style="list-style-type: none"> » Conduct interviews. » Analyze UI COM's overall position in the market. » Review existing institutional strategies as well as current UI COM structure and functions. » Conduct a SWOT analysis. » Complete a peer-gap assessment. | <ul style="list-style-type: none"> » Review current branding strategy. » Evaluate key strategic partnerships and affiliations. » Identify strategic priorities for UI COM. » Prioritize key initiatives to develop strategic pillars or key focus areas. » Develop key milestones for years one, three, and five of the strategic plan. | <ul style="list-style-type: none"> » Map prioritized initiatives to major milestones. » Develop metrics to measure success. » Conduct a high-level, directional financial analysis. » Develop a comprehensive communications plan. » Submit final strategic plan for approval. |
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Key Deliverables

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| <ul style="list-style-type: none"> » Interview findings and observations » Peer profiles » SWOT and gap analysis » Strategic vision and guiding principles | <ul style="list-style-type: none"> » Analysis of impact on initiatives » Clarification of brand/identity » Areas of strategic focus » Strategic priorities and initiatives | <ul style="list-style-type: none"> » Milestones and measurable goals » Tactics and enablers » Resource requirements » High-level financial analysis » Communications/implementation plan » Strategic plan |
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Summary Timeline

Based on the proposed work plan and our experience in conducting similar engagements, we estimate this project will require about six to nine months to complete.



Approximately six to nine months

Stakeholder Engagement

University of Illinois College of Medicine Strategic Planning



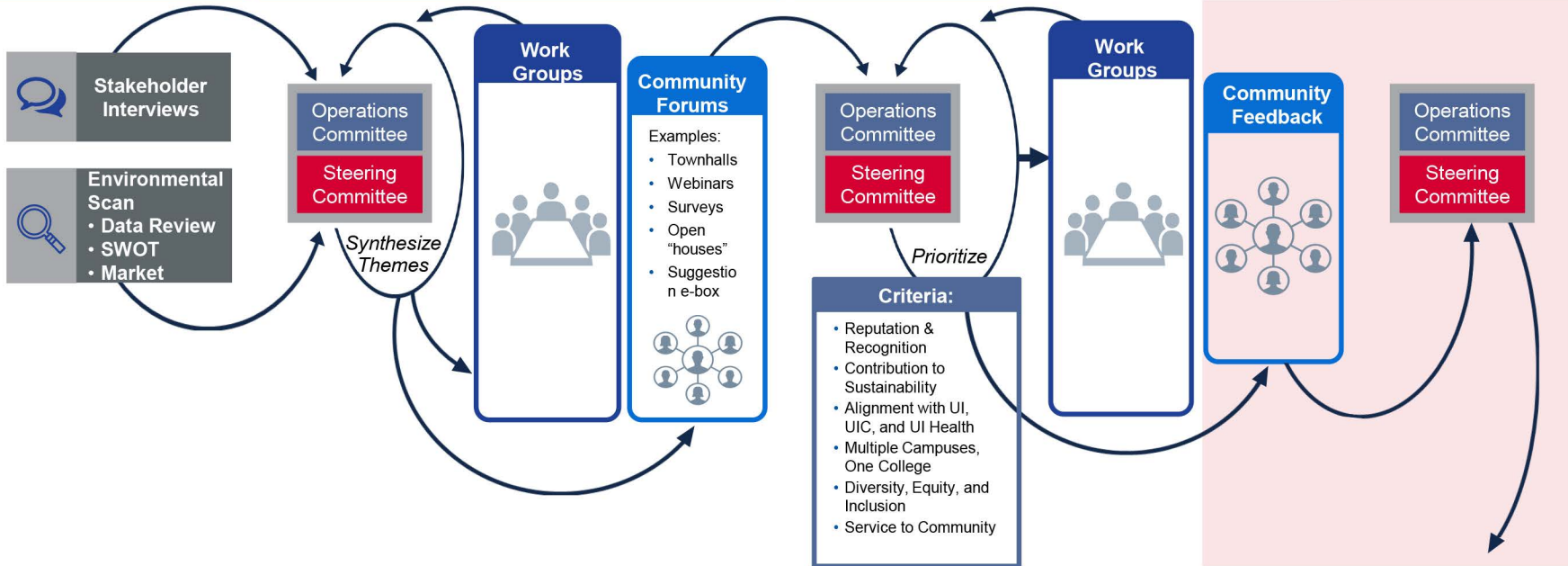
Information Gathering

Idea Generation

Prioritization

Refine and Finalize

Execute



Current-State Perspectives

Future Opportunities

Outputs

Areas of Inquiry
Draft Mission, Vision, Values

Goals & Strategies

Mission, Vision, Values
Prioritized Goals & Strategies

Refined Goals & Strategies
Enablers
Success Measures

Strategic Plan and Implementation Approach