

BROAD STATEMENTS

(Based on pre-planning/planning assumptions)

Note:

The task was to characterize the collected assumptions into broad (thematic) statements. Essentially, two (2) categories and five (5) statements seem to emerge from the feedback.

CATEGORY A: Underlying Negative Theme

Broad Statement 1: The institutional memory concerning strategic-planning (SP) process will be a hindrance

Broad Statement 2: The economic environment nationally and globally will thwart efforts to achieve the goals and objectives of the SP process

Broad Statement 3: The lack of institutional identity (unlike other schools in the AUC) or a real plan to address it will work against the SP process.

CATEGORY B: Positive/Encouraging Theme

Broad Statement 1: The fact that the strategic-planning (SP) process (given its short timeline) allows the university to reconstruct its cultural and operational ethos determining who/what it is, who/what it hopes to become, and who/what it aspires to impact in the 21st century.

Broad Statement 2: The fact that the SP process will give its internal and external stakeholders an opportunity to authentically engage in this exercise so as to feel truly connected to the development of CAU.

Broad Statement 2a. The comprehensive, transparent, position the university is taking as it relates to the SP process will invariably raise the collective support and commitment of all stakeholders, which will holistically and positively impact CAU.