

1. Schools, colleges, and major administrative units should develop five-year strategic plans with five-year goals (FY2021- FY2025) that align with the University's strategic plan and goals.
    - Units may develop a strategic plan that includes goals in addition to those that align with specific University goals.
    - Units may use goals from a recently developed strategic plan if they are aligned with specific University goals and adhere to these planning principles.
  2. Unit strategic plans can retain flexibility.
  3. Each unit strategic plan should include a five-year goal(s) that clearly supports each University goal, where applicable.
  4. For each goal, the unit should define the Key Performance Indicator (KPI) by which it will measure progress toward the goal.
    - The unit should identify the data source for each KPI.
    - The unit should set annual KPI targets to indicate progress over five years.
  5. KPIs and annual targets may be quantitative or qualitative data, direct or indirect measures, or key milestones in program or service development.
  6. Units should report annually on progress toward KPI targets and goals.
    - The University will provide templates, instructions, and a mechanism for annual reporting.
  7. Annual reporting on the unit strategic plan should replace or fulfill other University annual reporting needs to the extent possible.
  8. Strategic plan annual reports should be included in existing unit evaluation procedures as appropriate.
  9. Unit strategic plan annual reports should be the basis for a brief University-level summary that documents progress and identifies areas where focused effort is needed for continued improvement.
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## KEY TERMS

**Goal** - Specific results toward which the unit will focus effort, resources, or actions over the next five years. Each 5-year unit goal should be measurable and achievable by 2025.

**Key Performance Indicator (KPI)** - The data or information that will be used to measure progress towards each unit goal. This may be quantitative or qualitative data, direct or indirect measures, or key milestones in program or service development.

**Data Source** - The source of the data or information described for each KPI.

**Annual Targets** - For each KPI, the unit's expected annual progress toward the goal. Annual targets may be data points or steps in program or service development, as appropriate to the specific unit goal.

# 2025 STRATEGIC PLAN: UNIT PLANNING PROCESS



## TIMELINE FOR UNIT-LEVEL STRATEGIC PLANNING

### APRIL 1, 2020

Draft unit strategic plan due  
Include: Goals, KPIs, Annual Targets

### MAY 15, 2020

Receive feedback on unit strategic plan

### OCTOBER 15, 2020

Final unit strategic plan due

### AUGUST 1, 2021

Annual report of progress due



## UNITS TASKED WITH CREATING STRATEGIC PLANS

- Athletics
- College of Agricultural and Environmental Sciences
- College of Education
- College of Engineering
- College of Environment and Design
- College of Family and Consumer Sciences
- College of Pharmacy
- College of Public Health
- College of Veterinary Medicine
- Division of Development and Alumni Relations
- Division of Marketing and Communications
- Division of Student Affairs
- Franklin College of Arts and Sciences
- Graduate School
- Grady College of Journalism and Mass Communication
- Honors Program
- Odum School of Ecology
- Office of Academic Programs
- Office of Enterprise Information Technology Services
- Office of Faculty Affairs
- Office of Finance and Administration
- Office of Government Relations
- Office of Instruction
- Office of International Education
- Office of Public Service and Outreach
- Office of Research
- Office of the Vice Provost for Academic Affairs
- Office of the Vice Provost for Diversity and Inclusion and Strategic Initiatives
- School of Law
- School of Public and International Affairs
- School of Social Work
- Terry College of Business
- UGA Libraries
- Warnell School of Forestry and Natural Resources