



THE OHIO STATE UNIVERSITY

Strategy Planning: a Conversation between Leaders

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Strategy without tactics is the slowest route to victory, tactics without strategy is the noise before defeat.”

Sun Tsu, Ancient Chinese Military strategist



What is Necessary for Strategy Planning?





OSUAA STRATEGIES – from 2017 Strategic Plan

1. Engage an increasing number of alumni in mutually beneficial, personal relationships with the university and each other.
2. Communicate with alumni innovatively and effectively to enhance alumni engagement and connection with the university.
3. Enhance career and leadership development services so Buckeyes can be the best that they can be at whatever they do.
4. Cultivate a culture of philanthropy that connects the passions of alumni and friends with Ohio State's efforts to educate students, solve problems, and transform the world.
5. Partner with colleges, units, and regional campuses to enhance student and alumni development, engagement, and connection with the university.
6. Strengthen the Association's commitment to its culture, volunteers, and staff through initiatives focused on diversity and leadership development.
7. Manage all Association resources thoughtfully, intentionally, and inventively to increase operational efficiency and effectiveness across the organization.



Case Study



Alumni Club of
Washington, DC



Why did we create a strategic plan?

1. To develop a unified mission AND vision for OSUDC.
2. Determine our priorities.
3. Establish long term goals.
4. Add in board member transitions & recruitment.
5. Volunteer recruitment.
6. Transition from a tactical board to a strategic board.



How did we create a strategic plan?

Phase 1: Present to the board why a strategic plan is needed.

- **This creates board member alignment, buy in and ownership.**

Phase 2: Who is going to facilitate?

- **Internal vs external facilitator.**
- **An external facilitator is recommended.**
- **Avoids personal bias, pushing of ideas and individual dynamics.**

Phase 3: President & facilitator design offsite strategy meeting.

- **Worked with the facilitator to design the structure of the meeting.**

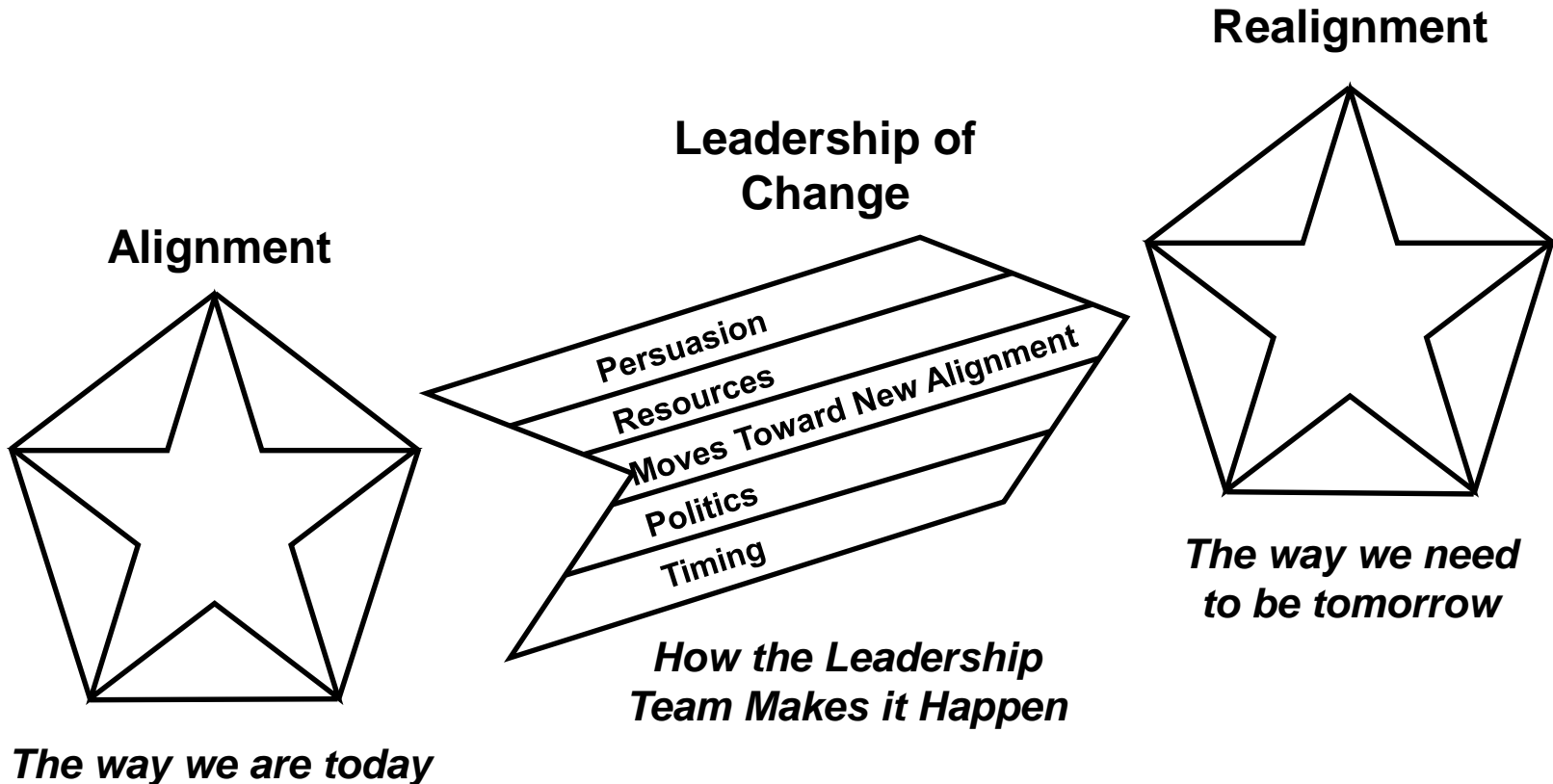
Phase 4: Meeting

- **Office space / conference room to avoid distractions.**
- **President should not dominate the discussion.**
- **Allow the board to develop the mission, vision and goals.**

Phase 5: Implementation

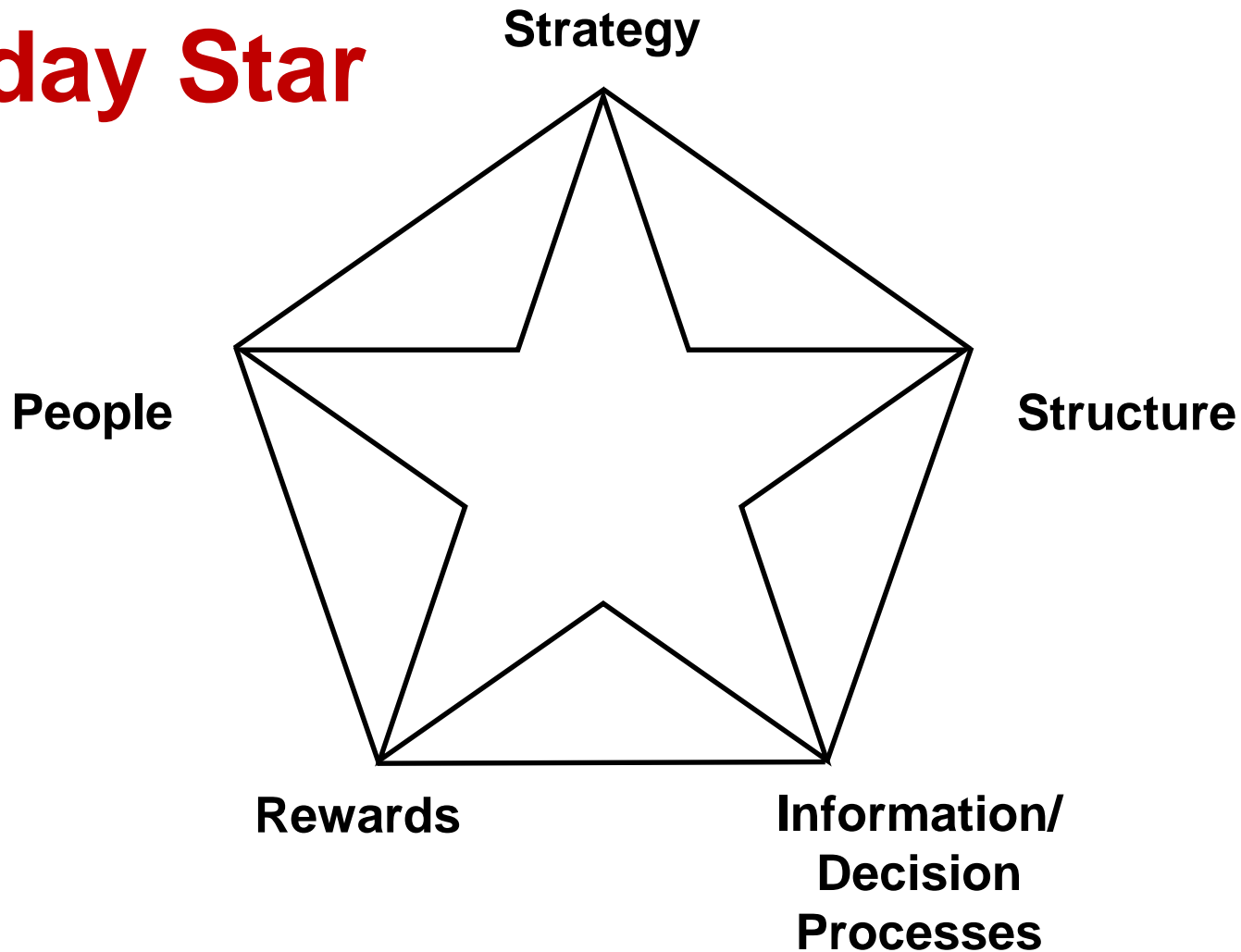


Star and PRoMPT Models



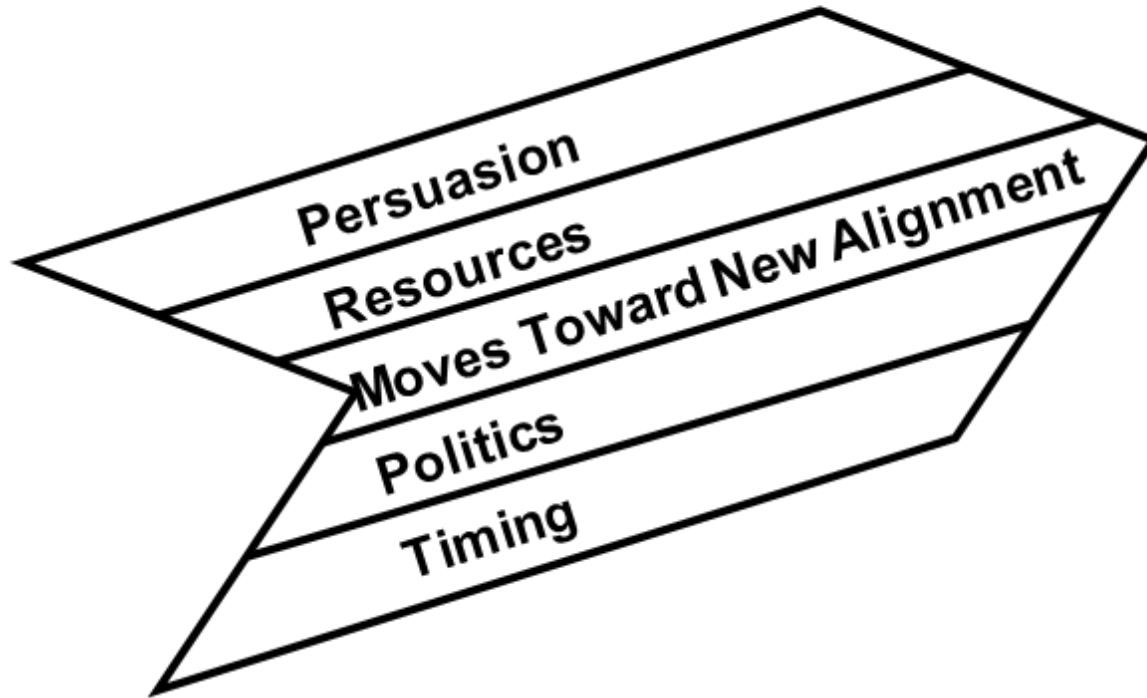


Star Models – Today Star



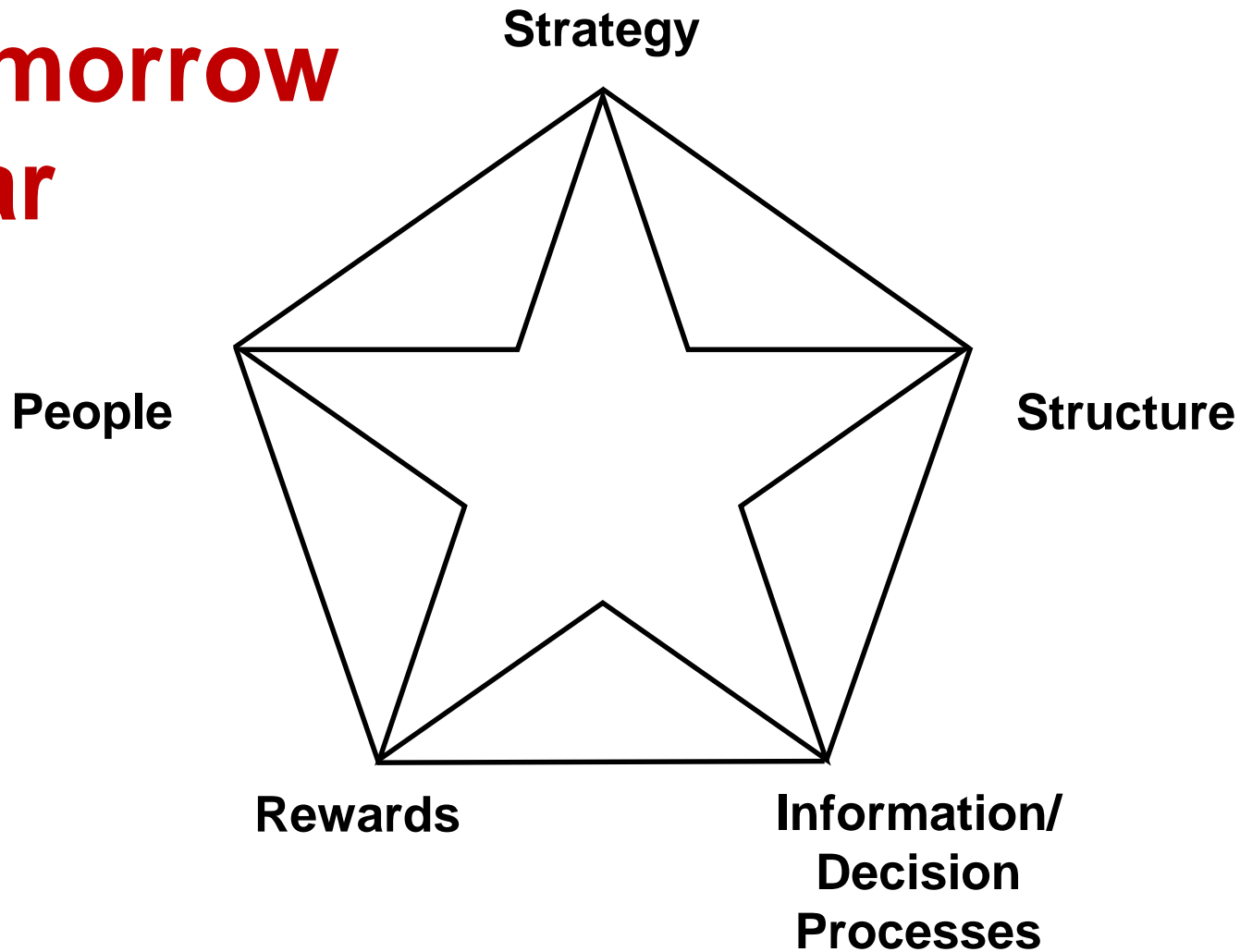


PRoMPT Models





Star Models – Tomorrow Star





Questions?

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