

# Situation Analysis to Strategy Ideation

Strategic Enrollment Task Force  
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# Session Agenda

- SEP timeline
- Review action planning process and tools
- Potential SEP strategies
- Identification of strategies for action plan development
- Next steps
- Key Performance Indicators (KPIs)

# A Few Reminders

- The process is dynamic and continuous.
- Not everything will move at the same pace and on the same timeline.
- The process is iterative.
- You will need to broaden the net.

# Phases of strategic enrollment planning



# SEP Timeline

Visit Number	Date	Objectives/Focus
One	November 7-8, 2017	SEP process discussion with leadership; solidify organization; identify preliminary planning assumptions and KPIs; set the stage
Two	December 5-6, 2017	Conference-style launch of SEP process with Task Force and Working Groups; SWOT identification; prepare for situation analysis
Three	January 24-25, 2018	Situation analysis review; initial strategy ideation; action planning organization
Four	March 6-7, 2018	Action plan review one; additional strategy ideation
Five	April 3-4, 2018	Action plan review two
Six	April 25-26, 2018	Strategy prioritization/plan formation
Seven	May 22-23, 2018	Implementation/initial roll-out
Eight	Fall 2018	Implementation follow-up

# Action Planning Process and Tools

# Potential SEP Strategies

A close-up photograph of three-dimensional, light-colored wooden letters spelling 'Q&A' arranged on a dark, textured surface that resembles a chalkboard. The letters are positioned within a faint, hand-drawn white chalk circle. The lighting creates soft shadows, giving the letters a three-dimensional appearance.

Q & A

Questions and Discussion