Welcome!
2020-2025 Strategic Plan

The Approach
Strategic Reframing

- Creates shared context within which to evaluate creative choices and make strategic decisions
- Provides everyone responsible the same understanding of purpose, success, and priorities
- Shifts the focus from process to a shared vision and the necessary steps to achieve it
<table>
<thead>
<tr>
<th>Purpose</th>
<th>Due Date</th>
<th>Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>To increase public understanding of the arts and culture</td>
<td>2023 Q3</td>
<td>Completed</td>
</tr>
<tr>
<td>To provide educational programs for all ages</td>
<td>2023 Q4</td>
<td>In Progress</td>
</tr>
<tr>
<td>To promote community engagement through art</td>
<td>2024 Q1</td>
<td>Pending</td>
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<tr>
<td>To preserve historical artifacts</td>
<td>2024 Q2</td>
<td>Scheduled</td>
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**Activities**

- **Artwork Commissioning**: Engage local artists to create new pieces for the museum.
- **Community Workshops**: Organize workshops for community members to learn about various art forms.
- **Temporary Exhibitions**: Host temporary exhibitions showcasing contemporary art.
- **Volunteer Programs**: Develop volunteer programs to assist with maintenance and outreach.

**Goals and Objectives**

1. Increase museum visitation by 20% in the next fiscal year.
2. Launch an educational program for schoolchildren focusing on art history.
3. Secure funding for a new exhibition space.

**Budget Overview**

- **Museum Operations**: $1.2 million
- **Programming Services**: $0.8 million
- **Public Relations**: $0.5 million

**Impact Measures**

- **Attendance Data**: Monitor month-over-month attendance to track progress.
- **Survey Feedback**: Regularly collect feedback from visitors to assess satisfaction.
- **Financial Reports**: Track budget expenditures against revenue to ensure financial sustainability.
<table>
<thead>
<tr>
<th>PHASE 1</th>
<th>PHASE 2</th>
<th>PHASE 3</th>
<th>PHASE 4</th>
<th>PHASE 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>INITIAL KICK OFF (Sep-Oct)</td>
<td>STAKEHOLDER RESEARCH (Oct-Dec)</td>
<td>RESEARCH BRIEFING &amp; INPUT (Dec-Jan)</td>
<td>PLAN DEVELOPMENT (Jan-Apr)</td>
<td>PLAN VETTING &amp; FEEDBACK (May-Jun)</td>
</tr>
<tr>
<td>Department Chair Roundtable</td>
<td>SPH Executive Meeting</td>
<td>Steering Committee Briefing</td>
<td>Planning Retreat(s)</td>
<td>All-School Meetings</td>
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<tr>
<td>Steering Committee Launch</td>
<td>Department Meetings</td>
<td>Core Team Briefing</td>
<td>Open Strategy Session</td>
<td>Interviews with Key Stakeholders</td>
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<td></td>
<td>SPH Advisory Board Meeting</td>
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<td>Working Group Meetings</td>
<td>Core Team Meeting</td>
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<td></td>
<td>Department Chair One-on-Ones</td>
<td></td>
<td>Plan Integration &amp; Review</td>
<td>Finalize Plan &amp; Celebrate!</td>
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<tr>
<td>All-School Meeting</td>
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<tr>
<td>Stakeholder Interviews</td>
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<tr>
<td>All-Stakeholder Survey</td>
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</table>
Looking Forward

- New MPH curriculum
- The Hans Rosling Center for Population Health
- EDI Roadmap implementation
- Expanding undergraduate programs
- Faculty compensation initiative
One word or short phrase describing what you like most about UW SPH
Issue Exploration
What Is Your Perspective?

1. What unifies us across the school?
2. What culture do we aspire to?
3. How do we live our shared commitment to EDI?
4. How do we best prepare students for successful careers when they graduate?
5. What can be done to support academic practice at the school?
What Is Your Perspective?

6. What can be done to support research at the school?

7. What is the school’s greatest opportunity for impact? Geographically, on key issues, and any other areas.

8. What is our reputation as a school of public health and what do we want it to be?

9. What opportunities and challenges does the new building present?

10. What is your blue sky idea for the school? Go big!
Open Space

- 10 stations — 1 for each question
- Three rounds of 15 minutes each
- Move to a new station at the end of each round
- Go to the stations where you have interest and greatest opportunity for contribution
- Facilitators will help capture ideas, keep the conversation moving
- Feel free to add your ideas on the paper covering each table
THANK YOU