Phase II: Unit Strategic Planning Initial Report

Due to CALS Dean April 13, 2012.

1. Where is the Unit today? (Identify and use objective benchmarks.)

2. Where do we want to be in the future so that we can differentiate ourselves from our competitors to give us a competitive advantage? (Includes specific values for the objective benchmarks selected in 1 and may include addition benchmarks)

3. What should we be focused on today to make it most likely that we will get where we want to go (rank order from most important to least; annotate as short term [1-2 years]; medium term [2-5 years]; long term [5-10 years])? Please use the following headings a-c and provide a justification for why each thing is placed where it is.

   a. Existing areas to preserve, protect, or enhance.
   b. Areas where totally new activities or structures are needed.
   c. Areas to discontinue, de-emphasize, or modify.

4. Other ideas:

5. How do 3a-c align with/complement others CALS and UA units as well as other AZ higher education institutions?

6. Record of dissenting opinions:

7. Additional details (may not be strategic but are good ideas):

8. Appendices (only if needed).