

CM Program Strategic Plan Review & Update

May 2015

Outcome

- Move toward vision
- Identify key metrics
- Establish visual management of metrics

Strategic Planning Process

1

Understand
the
Direction



2

Grasp the
Current
Condition



3

Establish the
Next Target
Condition



4

PDCA Toward the
Target Condition



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Step 1. Understand the Direction

Mission Statement



***“Develop character,
Build leaders,
Sustain learning.”***

Vision Statement

Build prominent engaged leaders in the regional, national, and international construction industries

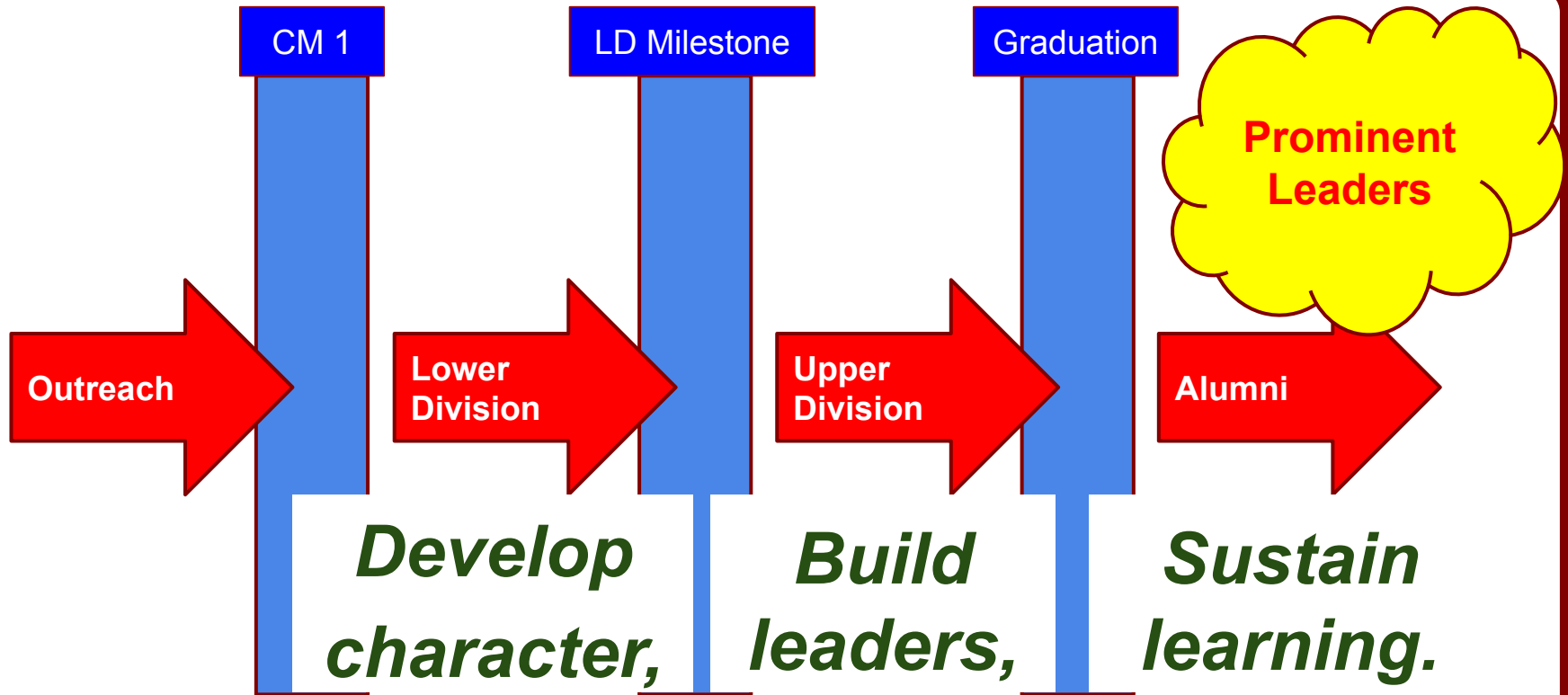


Values

“The Construction Management Program is committed to:”

- Excellence in teaching, mentoring, and leadership
- Collegiality and strong sense of academic community
- Strong ties with alumni and industry
- Diverse, sage, family environment
- Enriched, universal learning
- Work-life balance
- Professionalism and mutual respect
- Engaged, experiential learning”

4 Key Processes



1

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PDCA Toward the
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Step 2. Grasp the Current Condition

What is the current condition?

1. Outreach
2. Lower Division
3. Upper Division
4. Alumni
5. Faculty

Key Questions:

- What is the vision?
- What metrics matter?
- How are we doing?

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PDCA Toward the
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Step 2. Grasp the Current Condition

What is the target condition?

1. Outreach
2. Lower Division
3. Upper Division
4. Alumni
5. Faculty

Key Questions:

- What is the next step toward the vision?
- What is the standard?

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Step 2. Grasp the Current Condition

Review 2012

Plan

Degree Program Objectives

None currently established

Previous 'Program Preparation' (approx. 2008):

1. Professional Orientation
2. Professional Development
3. Professional Contribution

Strategic Plan (Fall 2012)

1. Department Status
2. Integrate 'leadership, innovation, and entrepreneurship' into curriculum
3. Establish mandatory internship program
4. Create sustainability certificate program and graduate degree in CM
5. Outreach (annual enrollment growth of 10%)

Strategic Plan (Fall 2012)

1. Department Status

Notes:

- All requirements met. Name change only.

Status: Pending Approval at Senate (AY15/16)

Strategic Plan (Fall 2012)

2. Integrate 'leadership, innovation, and entrepreneurship' into curriculum

Notes:

- Leadership program ongoing - Granite Construction
 - Increase participation to 10-15% of undergraduates
- 2 Coleman Fellows in CM Faculty

Status: Completed

Strategic Plan (Fall 2012)

3. Establish mandatory internship program

Notes:

- Nearly all students now participate
- Next goal is to transition from 200-hour to 600-hour requirement
- Complete, but more work needed here

Status: Completed

Strategic Plan (Fall 2012)

4. Create sustainability certificate program and graduate degree in CM

Notes:

- Sustainability Certificate put on hold since market is oversaturated at this point in time
- CM Program taking lead on Urban Master Degree
- CM Faculty advising CE Graduate Student

Status: Changed - Now Focused on Graduate Options

Strategic Plan (Fall 2012)

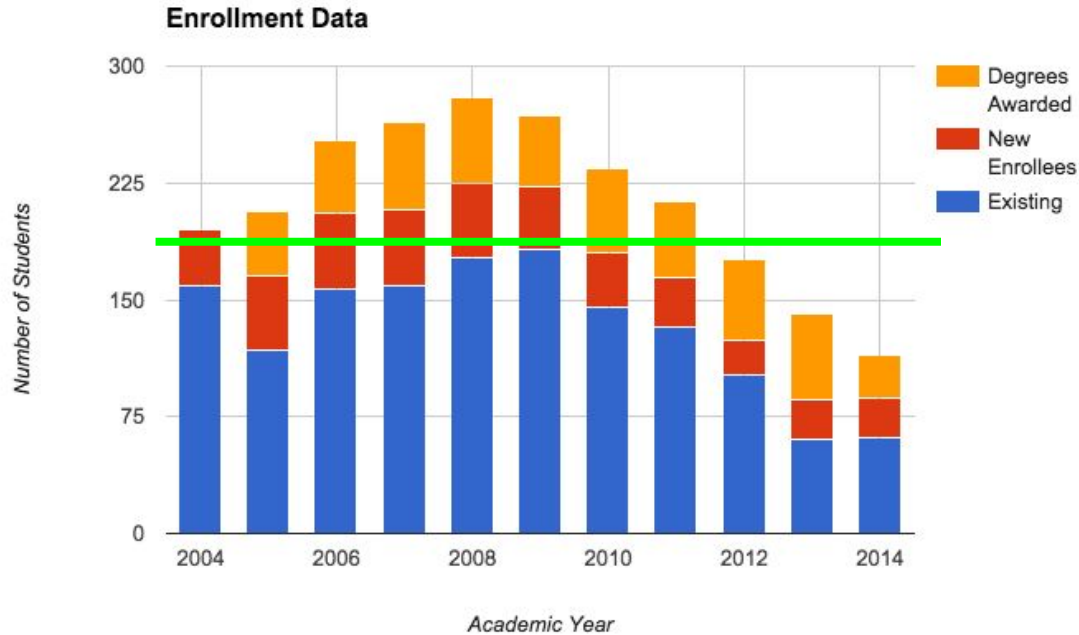
5. Outreach (annual enrollment growth of 10%)

Notes:

- Goal to increase enrollment to 250 students
- Enrollment decreased every year so far
- More Freshman this year

Status: In Progress

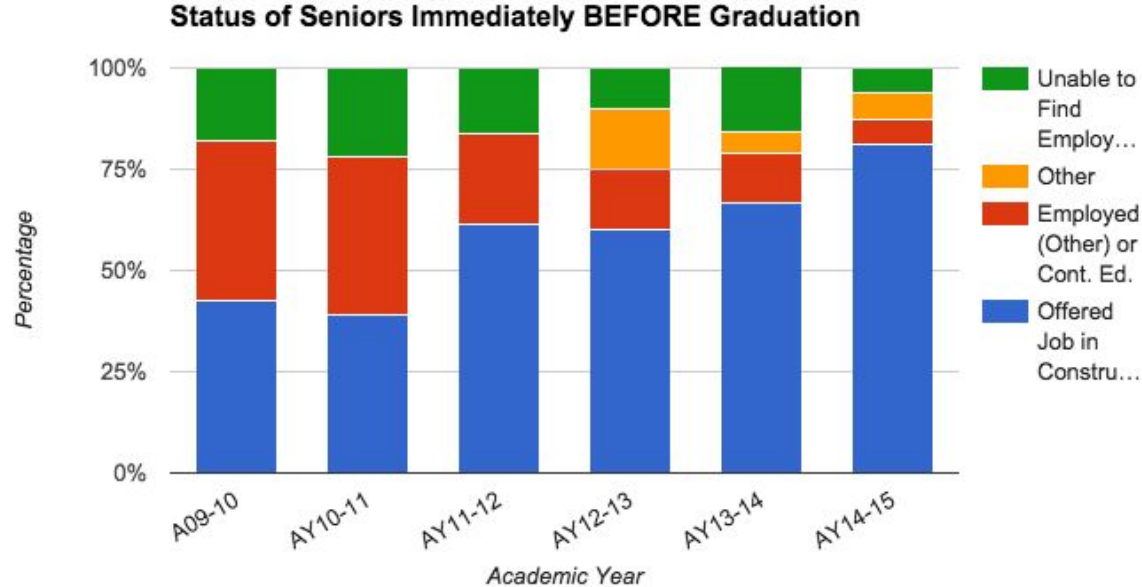
Enrollment



Target Conditions:

- Enrollment
 - 200
- New Enrollees
 - 45
- Degrees
 - 55

CM Program Job Placement



Impact of New Curriculum

AY 13/14 & 14/15	Total	Offered Job		Offered Job in Construction		
		Count	% Total	Count	% Total	% Job Offer
Old Curriculum	37	27	73.0%	25	67.6%	92.6%
New Curriculum	21	19	90.5%	18	85.7%	94.7%

What are our new goals?