

Organic Creativity through Strategic Planning

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Loyd Commons | Southern Methodist University



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Key Takeaways

- Development of student governance across several Residential Commons at SMU, including what has impacted this development
- Importance of empowering student leaders to make decisions that have a tangible impact on their community
- Hear stories and specific examples from students about how their involvement in SMU Residential Commons has impacted them, as well as, how they have seen their impact on their communities



Context

- Terminology
 - FIR, RCD, RA, Commons Council, Peer Leaders, RCC
- Commons development
- Why create a strategic plan



Strategic Plan Development

Strategic Plan 1

- Development team
 - FIR, RAs, Council President
- Timeframe and structure
- Questions posed

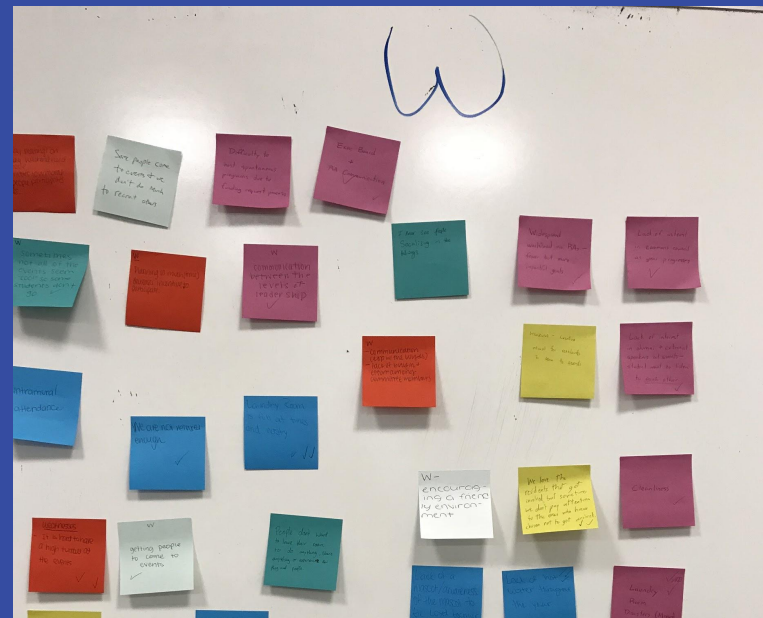
Strategic Plan 2

- Development Team
 - FIR, Commons Council, RAs, Peer Leaders
- Timeframe and structure
- SWOT Analysis

LOYD COMMONS STRATEGIC PLANNING

STEP 3: GOAL PLANNING (this is going to be harder and where you need to think outside the box)

At the end of year 4, what should we have accomplished? (THIS NEEDS TO BE DETAILED) What will tell us we have been successful?	We should have a community with well defined values and all residents (current + former) should know these. Loyd should be actively participating on campus to reinforce our values to our own residents as well as promote Loyd overall. Level of participation will grow success.
At the end of year 3, what should we have accomplished? (THIS NEEDS TO BE DETAILED) What will tell us we have been successful?	Loyd should be creating or traditional activities and programs to promote our values. Loyd should also be getting more involved on campus (participating can pos- wide events?) and residents should know all values and be continuously working to make these active in Loyd community.
At the end of year 2, what should we have accomplished? (THIS NEEDS TO BE DETAILED) What will tell us we have been successful?	All residents should know values and when they are important.



Goals for Strategic Plans

Strategic Plan 1 Goals

- Motto and values represented in the community
- Commons identity known by incoming students
- Graduates understand the values and want to return as alumni
- Graduates know how Loyd impacted their college experience
- Fully functional and effective council
- Established traditions

Strategic Plan 2 Themes

- Community
- Leadership
- Physical Environment
- Social Justice



Creating the Environment: Initiative Development

- Idea Generation
 - August and January
 - Idea sharing
- Weekly tracking methods
- Presentations

STRATEGIC PLANNING IDEA BRAINSTORMING	
COMMUNITY	
<i>Idea</i>	<i>Areas to consider? (i.e. impact, current limitations, who would be take on initiative if successful)</i>
LEADERSHIP	
<i>Idea</i>	<i>Areas to consider? (i.e. impact, current limitations, who would be take on initiative if successful)</i>
PHYSICAL ENVIRONMENT	
<i>Idea</i>	<i>Areas to consider? (i.e. impact, current limitations, who would be take on initiative if successful)</i>



Assessment Measures

Strategic Plan 1

- Timeline for qualitative and quantitative
- Anecdote collection
- Use of results
- Utilization of FIR

Strategic Plan 2

- Timeline for on-going assessment
- Utilization of FIR



Challenges

- Number of objectives per year in first strategic plan
- Departmental and university changes
- Staying true to objectives and themes
- Balancing out job responsibilities
- On-boarding for strategic planning
- Fully incorporating the council and stakeholders



Successes

- Values infusion
- Tradition development
- Transition from initiative to tradition
- Commons identity development
- Tangible and useable results



Successes

Loyd Motto - Inspiring Community through Service

Creativity	Friendship	Growth	Purpose	Responsibility
Loyd Live	Sophomore Sendoff	Banquets	Loyd in the Lane	Donation Drives
Painting with a Twist	Family Weekend Party	Graduation Party	Ask Me Questions	Pie-A-Ty
Loyd Declassified	Loyd Luau	Book and Wall Signing	TEDxTuesdays	Loyd Feeds the City



Recommendations & Considerations

- Do not be afraid to try strategic planning!
- Choose your own adventure
- Continuously track progress
- Incorporate all stakeholders
- Celebrate milestones that lead to long term impacts
- Balance out responsibilities
- Observe and measure learning throughout
- Incorporate and connect to larger master plans
- Document and keep records





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Questions & Answers

- RA Panelists
 - Samantha Glasford
 - Ryan Callie

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