

IT'S SUCH A SIMPLE CONCEPT *{working together}*
YET IT SOMETIMES SEEMS SO DIFFICULT TO IMPLEMENT.

Why Integrated Planning?

*Working Collaboratively.
Using Resources Wisely.
Sharing Best Practices.*

The Society for College and University Planning (SCUP) was created nearly 50 years ago to facilitate integrated planning among functional areas on campus in support of the academic plan.

You've heard the stories . . .

- . . . a laboratory gets built on campus without buy-in from the provost's office or faculty.
- . . . an institution goes on academic probation because it did not pass planning on its accreditation review.
- . . . a system opens multiple new buildings on campuses across the state, but does not have the funding to operate them.
- . . . a new president's leadership falters because his or her staff resists working transparently or collaboratively.



What is Integrated Planning?

Integrated planning is the linking of vision, priorities, people, and the physical institution in a flexible system of evaluation, decision-making and action. It shapes and guides the entire organization as it evolves over time and within its community.

Benefits of Integrated Planning

1. ALIGN RESOURCES WITH INSTITUTIONAL PRIORITIES

Three years of using an integrated budget process, one where funding decisions were transparent and clearly tied to strategic goals, brought about "the end of whining" for a Midwestern, regional university.

2. MAKE ACCREDITATION WORK FOR YOU

The SCUP Planning Institute helped put integrated planning to work at a Southern university and it resulted in a "no concerns or problems" accreditation review.

3. CONTAIN AND REDUCE COSTS

As part of a comprehensive sustainability effort, integrated planning meets the requirements of the American College and University Presidents Climate Commitment (ACUPCC), and that adds up to savings in utilities for campuses across the country.

Core Competencies for Integrated Planners

Any senior leader can fail in their job if the people who report to them do not understand how essential it is to engage the right people in the right conversations at the right time and in the right way. Integrated planning might not solve every problem on campus, but it is sure to provide a solution to the most important issues.

To be effective, and for you as a senior campus leader to be successful, everyone who plans on your campus needs these core competencies:

1. IT'S ALL ABOUT THE PEOPLE

Identify the people who need to be in the room and work with them effectively.

2. SPEAK THEIR LANGUAGE

Create and use a common planning vocabulary for communicating.

3. KNOW HOW TO MANAGE A PLANNING PROCESS

Facilitate an integrated planning process and manage change.

4. PRODUCE A SHARED PLAN

Produce an integrated plan that can be implemented and evaluated.

5. READ THE PLANNING CONTEXT

Collect and filter relevant information.

6. GATHER AND DEPLOY RESOURCES

Identify alternative and realistic resource strategies.



SCUP Planning Institute

SCUP offers many opportunities for higher education campus leaders to learn how to integrate their planning processes, but one of the quickest, most-effective ways for staff to learn these vital skills is at the SCUP Planning Institute.

Each step must be taken in order. A certificate of completion is awarded to graduates of all three steps, making it an exceptional professional development opportunity for senior-level administrators.

Step I: Foundations of Planning in Higher Education

Participants in the initial workshop in the series of three use SCUP's Walnut College case study to apply the basic elements of integrated planning. The value of evidence-based planning is emphasized, as is the central place that the academic mission holds in focusing and driving campus decisions.

Step II: Focused Knowledge for Integrated Planning Processes

The intersection of academic, resource/budget, and facilities planning defines a nexus for learning specific lessons in integrated planning. The SCUP Walnut College case study is the basis for practicing an integrated planning process that results in a plan reflecting the collaboration of all functional areas at Walnut College. In the process of creating the plan, participants will gain a deeper understanding of the needs and issues confronting key functional areas on campus during a planning initiative.

Step III: Integrated Planning—Working With Relationship Realities

Integrated planning processes require that higher education professionals be able to influence those working above and below them and to work successfully with peers in other functional areas. Understanding how the nature of these relationships—up, down, and sideways—affects the planning and change processes can make a significant difference in achieving the institution's goals.

What Members Say About SCUP



"I honed my planning teeth at SCUP conferences and workshops, having been a member since 1986, and consider it the one place to go to for first level and integrated knowledge about academic, resource, capital planning, and policy. SCUP is still relevant after all these years: Such comprehensive coverage is important to my work today as president."

—Helen F. Giles-Gee, President, Keene State College



"SCUP is my nexus for professional ideas, strategies, and solutions. These benefits all come through connections to the people of SCUP—my friends, colleagues, experts, and the legends of our profession. Everyone you meet at SCUP can help you stay afloat, succeed, and move forward—through both the serendipity of networking and SCUP's

excellent programming."

—Marie E. Zeglen, Assistant Provost and Director of Institutional Planning and Research, Office of Institutional Planning and Research, University of Florida



"SCUP continues to impress me. As compared to other organizations I am a member of, SCUP has a vision, is extremely well managed and organized, and focuses on significant issues in higher education. Ideas I have been introduced to at SCUP conferences have been implemented on my campus!"

—Michael F. McGoff, Vice Provost, Undergraduate Education, Strategic and Fiscal Planning, Binghamton University-State University of New York



"Where else could I find an organization that brings together strategy, process, and application techniques for higher education planning? At its core, SCUP is an "integrated" community of experts, constantly sharing knowledge that has been tested."

—Joseph T. Isaac, Vice President, Administration, Tubman University



Bring the Benefits of Integrated Planning to Your Campus.

SCUP PLANNING INSTITUTE

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