

Bradley University is working with Keeling & Associates, LLC (K&A) to design and facilitate a consultative and broadly inclusive process of creating the University's new strategic plan. This document describes the timeline and scope of activities and milestones for the planning process.

**Phase I: Engagement, Information Gathering, and Planning Themes**  
October 2016 through March 2017

Date	Activity or Milestone
October 10-14	<ul style="list-style-type: none"> <li>▶ Project Launch Call</li> <li>▶ k&amp;A Team Plannig</li> </ul>
October 17-26	<ul style="list-style-type: none"> <li>▶ Preliminary Project Activities:               <ul style="list-style-type: none"> <li>• Project Brief</li> <li>• Data and Document Request</li> <li>• Project Workplan</li> <li>• Charge for Strategic Planning Committee</li> </ul> </li> </ul>
October 27-28	<ul style="list-style-type: none"> <li>▶ <u>Campus Visit #1:</u> <ul style="list-style-type: none"> <li>• Meetings with Trustees, President, Provost, Administrative Council, Academic Council, and Student Senate</li> <li>• First SPC Meeting</li> <li>• Selected Small Group Interviews</li> </ul> </li> </ul>
October 31- November 4	<ul style="list-style-type: none"> <li>▶ Initial Data and Document Review</li> <li>▶ Development of Initial Themes from Campus Visit 1</li> </ul>
November 7-11	<ul style="list-style-type: none"> <li>▶ Ongoing Data and Document Review</li> <li>▶ Scheduling of Additional Telephone Interviews</li> <li>▶ Selection of Peer Institutions and Categories of Inquiry for Comparative Research</li> </ul>
Mid-Late November	<ul style="list-style-type: none"> <li>▶ Telephone Interviews</li> <li>▶ SPC Meeting(s) - Remote Participation</li> <li>▶ Planning and Preparation for Campus Visit #2</li> </ul>
November 23-25	<i>Thanksgiving Vacation</i>

Date	Activity or Milestone
November 28-30	<ul style="list-style-type: none"> <li>▶ <u>Campus Visit #2:</u> <ul style="list-style-type: none"> <li>• Personal and Small Group Interviews (Campus Constituents)</li> <li>• SPC Meeting</li> </ul> </li> </ul>
December 5-9	<i>Last day of classes at Bradley, Study Day, and Final Examinations Begin</i>
December 12-17	<i>Final Examinations End / Bradley University Commencement</i>
Mid December to Mid January	<ul style="list-style-type: none"> <li>▶ Further Data and Information Synthesis and Theme Development</li> <li>▶ <i>Spring Semester Classes Begin (January 18)</i></li> </ul>
Late January-Early February	<ul style="list-style-type: none"> <li>▶ <u>Campus Visit #3:</u> <ul style="list-style-type: none"> <li>• Large Group Information-Gathering Sessions</li> <li>• Idea Walls</li> <li>• Additional Individual and Small Group Interviews</li> <li>• SPC Meeting</li> </ul> </li> </ul>
Late February-Early March	<ul style="list-style-type: none"> <li>▶ Survey Development</li> <li>▶ Survey Administration</li> <li>▶ Planning and Preparation for Campus Visit #4</li> </ul>
Mid March	<ul style="list-style-type: none"> <li>▶ Survey Data Review and Analysis</li> <li>▶ Comprehensive Data and Information Synthesis and Theme Development</li> <li>▶ SPC Meeting(s) - Remote Participation</li> </ul>

## Phase II: Priorities, Goals, and Objectives

### Mid-March through Early September 2017

Date	Activity or Milestone
Early March	<ul style="list-style-type: none"> <li>▶ Planning and Preparation for Campus Visit #4</li> </ul>
March 10-19	<i>Spring Vacation</i>
Late March	<ul style="list-style-type: none"> <li>▶ <u>Campus Visit #4:</u> <ul style="list-style-type: none"> <li>• Review of Findings and Planning Themes and Strategic Analysis with SPC</li> <li>• Review of Findings and Planning Themes and Strategic Analysis with Provost and Leadership</li> </ul> </li> <li>▶ Planning and Preparation for Campus Visit #5</li> </ul>
Early to Mid April	<ul style="list-style-type: none"> <li>▶ SPC Review of Findings and Planning Themes with the University Community</li> <li>▶ SPC Meeting(s) - Remote Participation</li> </ul>
Late April	<ul style="list-style-type: none"> <li>▶ <u>Campus Visit #5:</u> Strategic Planning Retreat</li> </ul>
May 2-5	<i>Last Day of Classes, Study Day, and Final Examinations Begin</i>
May 8-13	<i>Final Examinations / Bradley University Commencement</i>
Summer	<ul style="list-style-type: none"> <li>▶ Refinement of Goals and Objectives</li> <li>▶ SPC Meeting(s) - Remote Participation</li> </ul>

Date	Activity or Milestone
<b>August-September 2017</b>	▶ Consultation and Assistance to SPC in Preparing Draft and Subsequent Versions of Strategic Plan