



Strategic Planning

Executive Committee Session

June 8, 2021

Planning Objectives

- Develop a shared understanding of MHEC's vision and direction
- Rethink what best increases the organization's value and makes it more effective/powerful
- Agree on how to focus work in the next 3-4 years in relation to most pressing challenges and opportunities
- Develop an actionable plan to put the strategic direction at center of organization

Who We Are



- Kathy Graves & Brigitte Parenteau
- Partners in Parenteau Graves
- Minneapolis/Saint Paul-based strategic planning and communications firm
- Specializing in creative, effective and practical solutions primarily nonprofit organizations, including higher education, human services, philanthropy and the arts



Sampling of Clients

- **Higher ed:** University of Minnesota Foundation, Law School, Humphrey School of Public Policy; Metropolitan State community faculty
- **Philanthropy:** Bush, McKnight and Knight Foundations
- **Municipalities:** Minnetonka, St. Louis Park, Hastings, Excelsior
- **Human service:** Interfaith Action of Greater Saint Paul, Touchstone Mental Health, Parent to Parent Miami
- **Education & youth development:** Page Education Foundation, The Fort, Cookie Cart, multiple MN school districts
- **Arts & culture:** Portland Museum of Art, Minnesota Public Radio
- **Business:** Chestnut Cambronne, Clientek, EmpowerU

The Planning Process

PREPARE



- Strategic Plan
- Environmental Scan
- HCM Strategists Review
- Strategic Framework
- Communications Review

LISTEN



- Strategic Planning Committee Sessions
- Executive Committee
- Staff Session

DISCUSS



- Strategic Planning Committee Review
- Staff Review
- Nov 2021 Commissioner Meeting

CREATE

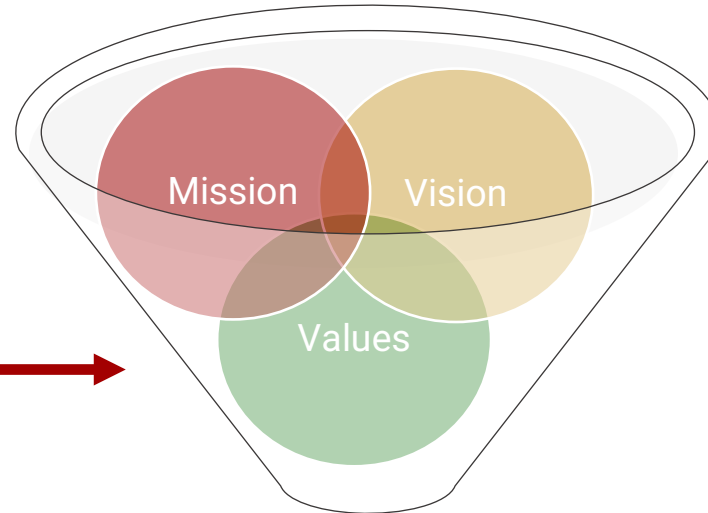


- Strategic Plan
- Operating Plan
- Dashboard

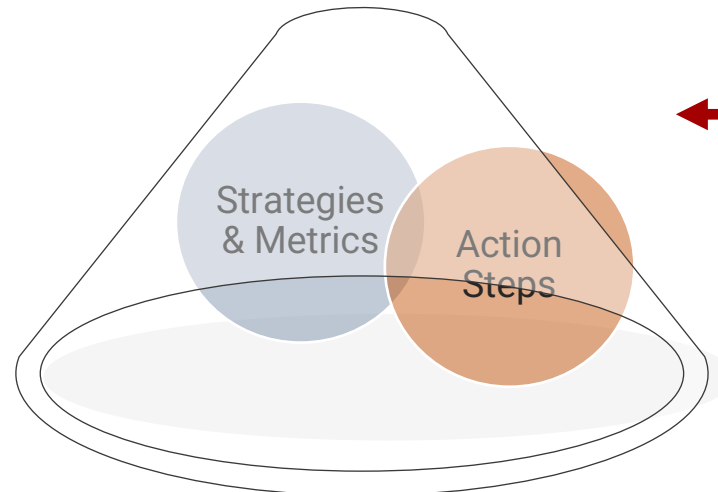
Strategic Leads to Operating

STRATEGIC PLAN

Commissioner-driven and approved, guided by staff leadership



Goals



OPERATING PLAN
Primarily staff owned



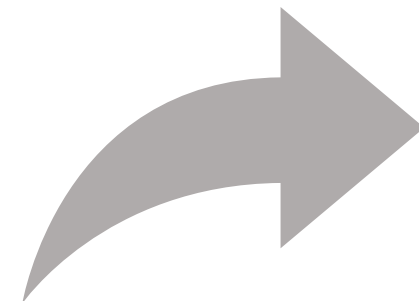
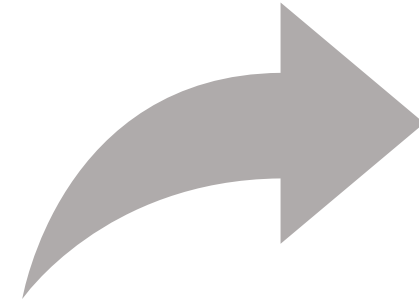
Summary of Planning Documents

- MHEC Strategic Plan (2017–2021)
- Environmental Scan (2018-2019)
- HCM Strategists Review of Strategic Plan (2019-2020)
- Strategic Framework (2020-2021)
- Communications Review (2021)

Vision & Mission

MHEC members collaborate to address the region's most pressing challenges in higher education and transform educational opportunities so that people and communities thrive.

MHEC brings together midwestern states to develop and support best practices, collaborative efforts, and cost-sharing opportunities. Through these efforts it works to ensure strong, equitable postsecondary educational opportunities and outcomes for all.



Current Strategic Priorities

Increase access, promote affordability, and improve outcomes for all of the region's learners, including the historically underserved.

Foster a culture of continuous learning through increasingly aligned educational and workforce systems.

Sustain and advance affordable, high-quality educational opportunities through cost-savings initiatives

Understand and communicate the value of and return on investment in higher education.



Communications Review: Key Findings Relevant to Strategic Planning

- Most commissioners believe cost savings programs and contracts are the key benefit for member states.
- Commissioners generally believe that research should only be done if it advances knowledge on topics prioritized by members.
- Commissioners would like to better leverage the convening power of MHEC to learn from peers, advance ideas and solve problems collaboratively and quickly.

Value Proposition & Key Messages

MHEC strengthens post-secondary education in member states through cost-savings initiatives and policy solutions informed by research and the expertise of regional leaders.

- MHEC works with its members to develop and offer initiatives that save colleges, universities, and students millions of dollars annually.
- MHEC convenes regional leaders, leveraging their knowledge and expertise to generate actionable ideas and policy for higher education.
- MHEC helps states align postsecondary education to meet the needs of the workforce.
- MHEC shares research and analysis to improve quality, accessibility, relevance and affordability of postsecondary opportunities.

Input to Date

- Develop a niche “product” to increase value and distinction
- Open education resources: re-emerging
- Declining enrollment: 10% decline predicted by 2025
- Demographic shifts: declining birth rates, increasing diversity
- Credentials: major trend
- Adult learners: online enrollment possibilities
- Remote learning: best practices
- Affordability/accessibility
- Achievement gaps: dealing with impact of Covid on college preparedness



Vision

An aspirational yet realistic statement about the impact you seek to have

MHEC members collaborate to address the region's most pressing challenges in higher education and transform educational opportunities so that people and communities thrive.

Mission

Names what good you do and for whom

MHEC brings together midwestern states to develop and support best practices, collaborative efforts, and cost-sharing opportunities. Through these efforts it works to ensure strong, equitable postsecondary educational opportunities and outcomes for all.

Priorities: What must we tackle?



Input from Strategic Planning Committee Kick-Off Session

- Develop a niche “product” to increase value
- Open education resources: re-emerging
- Declining enrollment: 10% decline predicted by 2025
- Significant demographic changes
- Credentials: major trend
- Adult learners: online enrollment possibilities
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