1: **PROJECT SUMMARY**

A: Project VISION: Develop and communicate the new LFGSM strategic vision to stakeholders.

The key organizational areas affected by the action project are:
- Students, faculty, alumni, Board of Directors, staff, community, corporate clients

The key organizational processes affected by the action project are:
- Strategic planning
- Academic improvement
- Curriculum planning/Program review

2: **PROJECT RATIONALE**

A: New leadership has identified the strategic direction change for the School and wants to clearly communicate it to all stakeholders. Past strategic plans have not been well aligned to the academic goals of the School. Since strategic direction change communications need continual reinforcement, the project has approximately a year-long timeframe. The strategic direction change affects all stakeholders in some way, and affects all departments at the School, so a cohesive and detailed communication plan is needed.

3: **PROJECT GOALS AND DELIVERABLES**

A: The action project goal is to:
- Develop the vision and communication plan for the strategic direction change
- Communicate strategic direction change to all stakeholders
- Generate excitement, engagement and buy-in from all stakeholders
- Stakeholders will understand the change and be able to communicate it to others

**Milestone Goals:**
- May 1, 2015: Begin developing story and communication plan [Completed]
- May 15, 2015: President and Leadership Team defines vision [Completed]
- May 30, 2015: President leads sessions with Board of Directors [Completed]
- June 1 - June 15, 2015: Communication is spread “drop by drop”
- June 15, 2015: Board of Directors approves vision and strategic direction change
- July 17, 2015: Board of Directors approves first budget under new vision
- July 18, 2015: Begin communication of vision and strategic direction change
- July-August 2015: Re-engage alumni
- July-September 2015: Communications to Faculty and Staff
- October-November 2015: Communications to Students
- December 2015: Begin repeat communications to stakeholders

**Progress Measures:**
- Vision and strategic direction decision is completed on schedule
- Board of Directors fully approves vision and strategic direction on schedule
- Vision and strategic direction are communicable and compelling
- Leadership Team is unified
- Communication plan starts and unfolds on schedule
- Stakeholders and administration conduct dialogue and achieve alignment on vision and strategic direction change
- Stakeholders understand and embrace the vision and strategic direction change and can communicate it to others

**Formal Evaluations:**
Formal evaluations of the action project will take place between the President, Board of Directors and Leadership Team at regular meetings.

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<th>4: INSTITUTIONAL INVOLVEMENT</th>
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<td>A: President and Leadership Team lead the change and the communication process. The Board of Directors reviews the strategic direction change, gives input, and approves the budget. Faculty are key recipients and endorsers of the change. Staff must understand the change and develop goals and action plans to implement it. Alumni are recipients and endorsers of the change. Corporate clients are endorsers of the change.</td>
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<th>5: PROJECT CONTROL</th>
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<td>A: The President and the Leadership Team will update stakeholders on the project's progress. &quot;Town Hall&quot; and Faculty Bench meetings will be used to promote sharing of, and dialogue about, the vision and strategic direction to stakeholders. Print and digital media tools will be created to enhance face-to-face communications.</td>
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Progress measures are listed in Question 3 above.

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<th>6: ANTICIPATED CHALLENGES TO PROJECT SUCCESS</th>
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<td>A: Project completion challenges include:</td>
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<td>• Competing priorities and workload for the President and Leadership Team</td>
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<td>• Lack of engagement or endorsement by faculty, staff, Board of Directors, students, alumni or corporate clients</td>
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<td>• Lack of alignment of departmental operational plans with the strategic direction change</td>
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<th>7: ADDITIONAL INFORMATION</th>
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<td>A: LFGSM is a very small institution that currently offers only one degree program -- the MBA.</td>
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