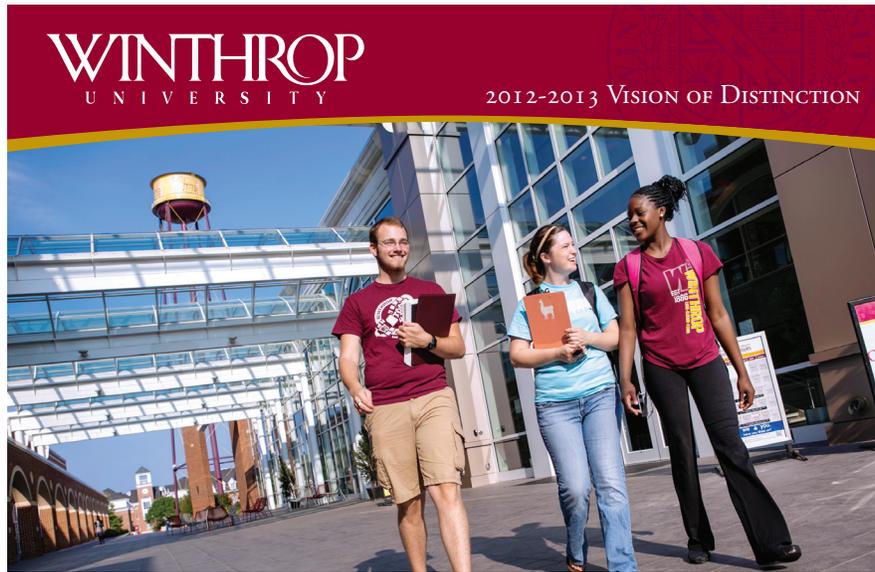


# VISION OF DISTINCTION

## Winthrop University's Dynamic and Visionary Planning Process 1989–2013



Winthrop University's long-standing tradition of continually enhancing quality and value was rooted from 1989-2013 in a strong commitment to a dynamic planning process that achieved results that were considered both market-wise and vision-driven. Indeed, Winthrop's planning process, itself, brought national distinction to the institution in higher education circles, as well as earned accolades among state public policy leaders.

### Concept

Shortly after becoming Winthrop's ninth president in 1989, Dr. Anthony DiGiorgio engaged the campus in an introspective process to develop a new Winthrop vision that would go beyond a standard statement of organizational mission — a statement that would tap Winthrop's inherent potential to create a culture of pervasive excellence and continuous quality improvement. That vision ultimately came to be articulated in these simple words: Winthrop University will be — and will be recognized as — one of the best universities of its kind.

That vision then was detailed by identifying a set of six Winthrop strategic values/goals that articulated the nature and character of the Winthrop community, the student body, Winthrop's academic life, the facilities and environs, support services, and partnerships and collaborations as they would need to be shaped over time to fulfill Winthrop's vision.

### Development

From each of those strategic values, there was from time to time developed a more specific, rolling set of strategic directions — articulation of intermediate steps that would take 3-5 years to accomplish in fulfillment of some aspect of that particular strategic value. In turn, from each strategic direction there was crafted a set of annual initiatives — elements of work that generally could be accomplished within a 12-month timeframe. As each year's annual initiatives were completed, strategic directions were updated and new annual initiatives proposed for consideration.

# VISION OF DISTINCTION

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## Uses

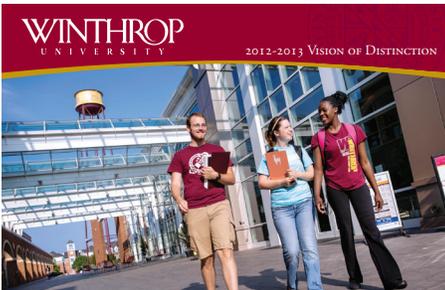
To broaden and deepen awareness of the University's initiatives and the rationale for them, Winthrop annually published and disseminated widely to on- and off-campus stakeholders its strategic values and updated annual initiatives in a brochure known as the Vision of Distinction. The University then provided the public with a progress report at the end of the year, in the recent past via the institution's website. In addition to being a commitment to public accountability, the Vision of Distinction also helped set management priorities, guided allocation of resources, kept Winthrop personnel from various organizational divisions focused on shared goals, and was used annually to help assess institutional effectiveness on a variety of fronts.

In this way, Winthrop's Strategic Planning Process, as shown in the diagram to the right, retained a dynamic quality that enabled it to respond more nimbly to shifting market needs, conditions and expectations than traditional "master plan" processes, while also meeting expectations of a public university for transparency and accountability. This process helped Winthrop achieve its goals and ultimately distinction as one of the best universities of its kind.

## WINTHROP UNIVERSITY PLANNING PROCESS



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View the 2012-13  
Vision of Distinction updates.



View the 2011-12  
Vision of Distinction updates.



View the 2010-11  
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