

# **Muhlenberg College Strategic Planning Process**

## *Tentative Process Timeline, 2009-2010*

### **October**

- Review of "The Talents Entrusted to Our Care"
- Lessons from The Great Recession
- State of the Debate
- Review of Feedback on Primary Documents
- Review of Benchmark Group and Selection Criteria
- Environmental Scan
- Budget Model
- "Big Uglies"

### **November**

- SWOT Analysis
- Admissions
- Academic Program

### **January**

- Academic Support

### **February**

- Student Life
- Student Services
- External Relations

### **March**

- Facilities
- Technology
- Alternative Revenue Sources
- Review of Strategic Initiatives Solicited from the Community

### **April**

- Cost Estimation of Strategic Initiatives
- Analysis/Prioritization of Proposed Initiatives

### **May**

- Final Recommendations