

TECHNICAL COLLEGE
TCSG
SYSTEM OF GEORGIA

Strategic Plan Development Process



June, 2012

More Ideas produce More Options creating Better Choices

TCSG Strategic Planning Process

The world has changed significantly over the past several years, and TCSG leadership realized that navigating the ongoing economic downturn required an active response. Moreover, it became clear that existing planning assumptions and paradigms no longer reflected the new reality. Accordingly, the commissioner and board implemented a comprehensive planning process to move TCSG forward. This comprehensive and inclusive planning process began with strategic brainstorming.

The strategic brainstorming process was designed to actively engage TCSG's stakeholders, and generate ideas to create more strategic options. The options were analyzed and resulted in a number of strategic concepts. In turn, these strategic concepts were used as the framework for building a new strategic plan.

The planning process needed to actively engage faculty, staff and students from every institution. TCSG is geographically diverse with 25 colleges located across Georgia serving the unique needs of their local communities. To help manage the workload and ensure respondents their answers would be anonymous, TCSG contracted with the Carl Vinson Institute of Government (CVIOG) to assist TCSG planning staff in collecting and analyzing ideas.

Strategic Planning Process and Timeline

July 2010	The planning survey was sent to all TCSG employees by the planning staff.
July 2010	CVIOG staff analyzed the 3,711 responses for use in their planning sessions on the college campuses.
August 2010	College presidents identified "cross functional" planning teams representing campus stakeholder groups.
August 2010	CVIOG staff facilitated planning sessions at all 26 colleges
September 2010	CVIOG and TCSG Planning staff analyzed and summarized the results
September 2010	CVIOG staff facilitated meetings with agency leadership
October 2010	CVIOG facilitated a strategic brainstorming discussion with the TCSG board
December 2010	Using the information developed through brainstorming, TCSG Leadership and the Board Executive Committee developed a framework for the strategic plan
March 2011	The strategic planning framework sent to presidents for comment
April 2011	TCSG Board voted to approve the new strategic plan
February 2012	Strategic Outcome Measures, Action Steps and 12 Month Goals and were developed to track progress toward achieving the TCSG Strategic Goals

