



# UNIVERSITY STRATEGY AND CONTINUOUS IMPROVEMENT



## INTRODUCTION

A private Midwest university, with a substantial student population, aimed to revitalize its strategic planning approach. Previous long-term strategies lacked alignment with daily operational actions. Seeking adaptable methodologies, the university collaborated with **Bâton Global (B|G)** to foster a culture of continuous improvement.



## THE STORY

This private higher education institution is recognized for its wide range of academic programs and commitment to providing a personalized education experience. With small class sizes and an emphasis on critical thinking and innovation, it offers a supportive environment for student growth. The institution prepares students for successful careers and fulfilling lives through rigorous academic study and diverse experiential learning opportunities.



## THE CHALLENGE

Traditional long-term strategies failed to match short-term actions, hindering the university's growth. **B|G** aimed to introduce a culture of continuous improvement and flexible planning methodologies.



## THE CHOICE

**B|G** partnered with the university, establishing a comprehensive university-wide scorecard. Through tailored plans for various departments, a culture of continuous improvement was instilled, aligning diverse objectives with the university's vision. Interviews, strategy orientation for leadership, and scorecard implementation facilitated improved transparency, strategic alignment, and resource optimization, fostering vibrant student experiences and community leadership.

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## UNIVERSITY STRATEGY AND CONTINUOUS IMPROVEMENT

A leading private Midwest university with a substantial student body sought to evolve its strategic planning approach to adapt to the evolving educational landscape. The university, previously reliant on long-term strategies, encountered the challenge of aligning these plans with day-to-day actions. In response, **Bâton Global (B|G)** partnered with the university, instilling a culture of continuous improvement through flexible planning methodologies.

**B|G** collaborated with the university to establish a comprehensive university-wide scorecard. This tool allowed academic and administrative units to craft tailored plans in line with their distinct objectives and institutional culture. The collaboration ensured not just effective communication of the university's vision to stakeholders but also managed plan execution and monitored progress carefully.

Interviews with diverse campus leaders uncovered shared and unique aspirations that guided subsequent actions. Senior leadership was asked to embrace continuous improvement methodologies. Summarized findings were delivered to senior leadership and campus groups, providing valuable insights derived from stakeholder interviews and external research.

The engagement guided staff and faculty across seven campus groups in developing individual scorecards, aligning objectives, measures, targets, and initiatives with their distinct aspirations.

**B|G's** leadership ensured alignment between these groups and the overarching university vision, fostering stronger cohesion and configuration. The scorecards were refined, and interdependencies among various objectives and initiatives were diligently tracked to optimize resource use.

Further sessions facilitated deeper understanding of university aspirations among stakeholders. A robust process was integrated to sustain the scorecards and monitor their success, offering clear visibility into the progress of targets and initiatives.



This collective effort resulted in alignment among university stakeholders toward a shared vision. The visible reporting of successes and challenges led to heightened transparency. University leaders prioritized enhancing education and administrative processes while maximizing resources efficiently. The university consequently improved its student experience, enhanced community leadership, and demonstrated exceptional stewardship.

This transformation not only marked an organizational shift toward continuous improvement but also fortified the university's stance as a key competitor in education and community leadership.

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