

Glossary

The following list includes common terms used in our strategic planning process.

Action Item – Action Items organize people and resources and dictate which activities are required to accomplish a specific goal by a particular date; action items provide the “how” while goals provide the “what.”

Action Item Steward – Various leaders across campus responsible for creating Key Performance Indicators aligned to each Action Item. Action Item Stewards report progress regularly to the Empowerment Team.

Dashboard – A dashboard is a reporting tool that consolidates, aggregates and arranges measurements, and metrics (measurements compared to a goal) so information can be monitored at a glance.

Empowerment Team – Individuals assigned to encourage and enable Action Item Stewards to complete the action items leading to successful completion of the plan’s goals.

Goal – An observable and measurable result having one or more action items to be achieved.

Implementation plan – The implementation plan includes the specific action items that must be taken, by whom and by when, to achieve an overall goal or implement a strategy. The plan includes the set of activities to increase the likelihood that the Strategic Plan will be implemented.

Key Performance Indicator (KPI) – Distinguished from other metrics, key performance indicators (KPIs) are those metrics most critical to gauging progress toward objectives. KPIs are metrics that are tied to an action item.

Mission Statement – A mission statement defines the core purpose of the organization. The statement explains the university’s values and why we exist.

Strategy – Strategy is the way an organization seeks to achieve its vision and mission. It is a forward-looking statement about an organization’s planned use of resources and deployment capabilities. Strategy becomes real when it is associated with: 1) a concrete set of goals and objectives; and 2) a method involving people, resources and processes.

Strategic Plan Committee – Group including members of the President’s Cabinet and four additional members representing faculty and staff.

Theme – Descriptive statement representing a major component of the strategy. MBU’s strategies are represented in four themes. The themes were drawn from feedback provided by faculty, staff, and Board of Trustee members during Community Day in Spring 2021. MBU’s four themes: Transformational Student Experiences, Advancing Our Influence, Thriving Financial Future, and Empowering Our People

Theme Team – Group assigned to compile, review, and analyze stakeholder feedback received during Community Day. The Theme Teams determined the goals and action items that are aligned to the four themes.

Vision - The vision is a vivid and compelling description of MBU and its students in the future.

