

	UNIVERSITY OF PASADENA (UPAS) Operational Procedures		
	Doc # :PO-QC-02.1	Title: Strategic Planning Process policy	
	Rev # : 07	Approved By: Chief Executive Officer (CEO)	Date : 06 Sep 2021

REVISION HISTORY			
Rev No	Description of change	Author	Effective Date
1	New Procedure	Quality and Compliance Officer (QCO)	16 Oct 2015
2	No Change	Quality and Compliance Officer (QCO)	14 Oct 2016
3	No Change	Quality and Compliance Officer (QCO)	13 Oct 2017
4	No Change	Quality and Compliance Officer (QCO)	12 Oct 2018
5	Review strategic plan every year based on the feedbacks	Quality and Compliance Officer (QCO)	03 Dec 2019
6	No Change	Quality and Compliance Officer (QCO)	14 Sep 2020
7	No Change	Quality and Compliance Officer (QCO)	06 Sep 2021

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1. Purpose

1.1 This document describes the strategic long term and short-term planning process that UPAS uses, by considering its current and potential capacities and capabilities, so that the university can provide value-add educational services to all stakeholders.

1.2 This document also defines how UPAS sets appropriate key performance indicators (KPIs) with targets to monitor, measure, and evaluate its achievements.

2. Scope

2.1 This procedure applies to all staff of UPAS and includes the strategic planning process used by senior management and how KPIs are established and cascaded down to all employees of the university.

3. Definitions

3.1 Strategic Planning – The university’s attempt to spell out in clear detail the paths by which it’s vision is to be accomplished and how progress toward the vision will be measured and tracked.

3.2 KPIs – Key Process Indicators

3.3 SMART Goal – Specific, Measurable, Achievable, Realistic and Timely Goals.

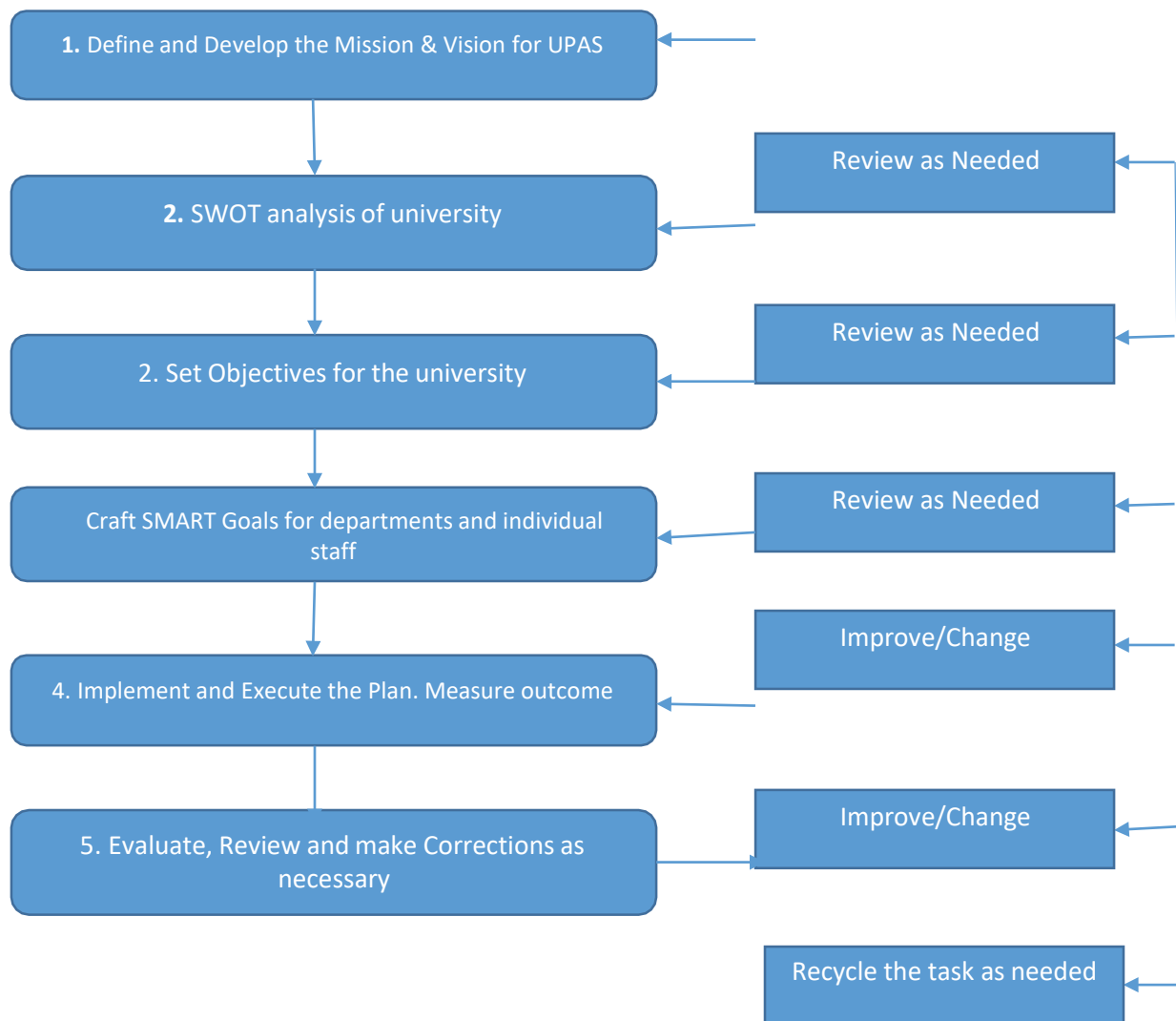
4. Responsibility

- The governing board will call for the strategic planning meeting twice a year and define the agenda for the meeting.
- The CEO and department heads are responsible for preparing the required information and data for the meeting.
- The governing board is responsible for defining the high level goals for the university.
- The CEO is responsible define the goals for the departments
- The department heads are responsible for defining the goals for the staff

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5. Procedure/Process

5.1 - Flow chart – Strategic Business planning process



5.2 Who is Involved?

5.2.1 The strategic meeting shall comprise of the Board of Directors of UPAS and Chief Executive Officer. Other senior managers are included on an needed basis.

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5.3 What is included in the Agenda?

5.3.1 The agenda of the strategic planning meeting will be defined by the board of directors and includes but is not limited to:

- Internal Analysis
 - Financial Overview
 - Business Overview
- Strengths and Weaknesses
 - Competitor Analysis
 - New Business opportunities

5.3.2 The strategic plan covers the following areas:

- Long-term goals that take into consideration the business direction.
- Short-term goals;
- Strategies to realize the long-term and short-term goals;
- Key performance indicators (KPIs) to measure and evaluate the effectiveness of the strategies;
- Clear ownerships of the strategies and KPIs;
- SMART targets set for all KPIs;
- Long-term and short-term integrated approach to resource planning (physical, financial, human, academic etc.) to ensure that resources are optimally used;
- Commitment to social responsibilities, community involvement and knowledge creation;
- Other key areas deemed necessary by UPAS.

5.4 Key Process Indicators (KPIs)

- KPIs are identified during the strategic planning process to measure and evaluate the effectiveness of the strategies.
- These KPIs are cascaded to all UPAS staff ensuring that the goals of the staff are aligned and support the goals set in the strategic plans.
- The goals of UPAS staff are agreed with their immediate supervisors.
- Key indicators used to measure the effectiveness of the institution can be categorized as follows but not limited to
 - Academic Performance of Students
 - Students progress on the learning platform
 - Students overall performance
 - Students performance in tests and quizzes
 - Student activity in Discussion Boards

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- Faculty Performance
 - Faculty Feedback from students
 - Faculty activity in Discussion Boards
 - Manual grading response times of faculties
- Graduation & Placement
 - Graduation Rate
 - Student placement percentage
 - Maximum, Minimum and Average time for students placements upon graduation
- Industry Feedback
 - Industry feedback on Student Projects/Internships
 - Employer feedback
 - Alumni feedback
- Online Platform Stability
 - Technical Issues raised by students
 - Platform Down times

6. Review

The University of Pasadena reviews its strategic planning process every year.