



## Successful Strategic Planning : New Directions for Institutional Research, No. 123

By Michael Dooris; John Kelley; James F. Trainer

Jossey-Bass, 2004. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: EDITORS' NOTES (Michael J. Dooris, John M. Kelley, James F. Trainer).PART ONE: The Foundations of Strategic Planning.1. Strategic Planning in Higher Education (Michael J. Dooris, John M. Kelley, James F. Trainer) The authors present an introductory foundation for the development and evolution of strategic planning in general, and higher education in particular.2. Accreditation as a Catalyst for Institutional Effectiveness (Ann H. Dodd) This chapter describes the accreditation landscape in higher education and identifies the role of institutional research in the planning, assessment, and improvement cycle. The author uses two models of institutional effectiveness as a foundation for describing the accreditation cycles for the Middle States Association and the Baldrige-inspired AQIP process used by the North Central Association.3. Strategic Planning via Baldrige: Lessons Learned (John Jasinski) The Baldrige Criteria support a systems perspective and a focus on results. The chapter highlights eleven lessons learned by all types of organizations that have participated in the Baldrige process.4. Applying Ad Hoc Institutional Research Findings to College Strategic Planning (Craig A. Clagett) This chapter gives three examples of institutional research undertaken for reasons other than strategic planning that...



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