November 3, 2010

Sustainable Academic Business Plan Steering Committee
Tom Baillie, Dean, School of Pharmacy
Jerry Baldasty, Vice Provost and Dean, The Graduate School
James Clauss, Director of Honors, Honors Program
Ana Mari Cauce, Dean, College of Arts and Sciences
Dave Eaton, Interim Vice Provost for Research
JW Harrington, Faculty Senate Chair
Randy Hodgins, Vice President, Office of External Affairs
Paul Jenny, Vice Provost, Planning and Budgeting
Ed Taylor, Vice Provost and Dean, Undergraduate Academic Affairs, Chair, Board of Deans and Chancellors
Kelli Trosvig, Interim Vice President and Vice Provost, UW Information Technology

Sustainable Academic Business Plan Executive Sponsors
Mary Lidstrom, Interim Provost and Executive Vice President
V’Ella Warren, Senior Vice President and Treasurer, Board of Regents

Dear Colleagues:

We are writing to ask you to serve on the steering committee responsible for driving the strategy and coordination of the University of Washington’s Sustainable Academic Business Plan, an essential part of the Two Years to Two Decades Initiative.

The Sustainable Academic Business Plan is a plan to help the university through this difficult time and position us to thrive in the years ahead. It is unique in that it is neither a traditional strategic plan nor a business plan. It combines elements of both while avoiding pitfalls faced by peer institutions when they have followed traditional strategic or business planning.

Many universities have written strategic plans, outlining their aspirations without linking them to budgetary realities. These plans run the risk of lacking clear means for implementation, gathering dust as wishful thinking. Others have written business plans that articulate the financial realities of the institutions without linking these to the values, vision and academic missions of the universities. These plans run the risk of losing sight of the academy's purpose, stressing margin over mission.

The creation of a Sustainable Academic Business Plan for the UW is an unprecedented but essential step to develop a plan that addresses both the academic mission and fiscal realities, ensuring that we pursue our shared goals with the financial resources to achieve them. The Sustainable Academic Business Plan will guide our decision-making, prioritizing, reorganizing, investing, and sunsetting activities in the next two years.
Key Goals:
- Become better with changing resources
- Engage everyone to increase revenue, decrease costs, and increase quality

Strategic Goals:
- Align goals & activities
- Foster collaboration
- Enhance infrastructure
- Increase revenue and leverage resources
- Enhance the learning experience
- Increase flexibility

The Committee’s Charge:
- Facilitate and coordinate new and ongoing initiatives across all six of the strategic goals of the Sustainable Academic Business Plan
- Prioritize proposed activities
- Ensure progress, review reports and evaluate outcomes in new and ongoing initiatives
- Set strategic directions

We will soon be scheduling the kick off meeting and we look forward to seeing you there.

Thank you for serving on the Sustainable Academic Business Plan Steering Committee.

Sincerely,

Mary E. Lidstrom   V’Ella Warren
Interim Provost and Executive Vice President   Senior Vice President