



SPECIAL ANNOUNCEMENT

○ AUGUST | ○ 2018

Strategic *focus*

ACHIEVING ASPIRATIONS THE WESTERNU WAY THROUGH
COLLABORATION AND A VISION OF EXCELLENCE.

*A special announcement from President Daniel R. Wilson
– an update on strategic progress at WesternU.*

Strategic Plan Approved, Strategic Performance Group to Implement



Hello WesternU!

I am pleased to offer this update on our recent strategic progress to build a future ready University that delivers excellence in education.

“Achieving Aspirations” strategic plan was approved by the Board of Trustees along with Key Performance Indicators and a Communication Plan.

With this, we can now actively explore Big Opportunities such as promising international alignments, an Oregon master plan (and other new campuses), a new online college and degrees.

From my arrival as the new President of WesternU, I set out to learn about both the great heritage of our amazing University and opportunities before us.

A year ago key leaders met in our first strategic conclave and set WesternU Strategic Pillars as the foundation of our strategic vision and framework.

From this strategic foundation our leadership team then created a formal strategic framework for the future even as we launched several Mission-Critical Strategic Deployments (MCSDs) to power WesternU onto new operational excellence and strategic success.

Among the MCSDs are online learning, innovation, digital optimization, and financial stewardship. More recently we have developed Board-adopted success measurements. These Key Performance Indicators (KPIs) are a concise means to measure our strategic progress. So now we begin to move from concepts to consequences. To this end, I chartered a Strategic Performance Group (SPG) with five teams each responsible for four key strategic targets*.

The Center for Innovation will guide the SPG teams via project management oversight to keep these important targets

on track. Teams have leaders from all colleges and operations departments and also has representation from Oregon. Each team is responsible for swift and meaningful progress with detailed reporting to chart their ongoing success.

The goal of all of this work is simple. We need to build the managerial and strategic capacity to ensure we continue to deliver our core mission of excellence in health sciences education in a future ready University thriving in an era of remarkable change and complexity.

It is an honor to work with each and every one of you amazing leaders with unyielding passion.

THANK YOU!

Sincerely,

Dan

*** Your interest to serve on a team is welcome. See Page 2 for more details.**

The SPG will advance our mission significantly and measurably.

Each team will have four focal goals.
Please volunteer service on a team that suits your interests and skills.

Important dates:

THURSDAY, AUGUST 23 | Contact the SPG teams coordinator to express your interest in volunteering on of the teams below at stacyku@westernu.edu.

THURSDAY, SEPTEMBER 13 | All-day SPG Kickoff Event for team and focus-area leaders.



Transform student experience, online learning and teaching methodology for current and future WesternU students.

- Student Experience Design
- Online learning and educational technology
- Digital resources and future readiness
- Degree expansion and non-degree certification



Create higher levels of organizational efficiency and financial stewardship.

- Budgetary process and financial reporting
- Waste out and financial stewardship
- Revenue diversity
- Executive dashboards and reporting



Differentiate WesternU as an innovation leader and provide academic and commercial opportunities to the University.

- Technology transfer and IP policy management
- Innovation alliances and sponsorships
- Innovation consulting and resources for WesternU community
- Establishment of for-profit commercial units



Expand and enhance the WesternU digital footprint while improving and managing the University brand and reputation.

- Digital optimization
- Global and college-specific brand strategies
- Internal partner and community branding
- Netnographic, digital, and social analytics



Elevate WesternU with enterprise best practices in strategic planning and performance.

- Global strategic performance
- Formal strategic planning instruments
- Mid-range and long-range strategic visioning
- Executive development and team performance

SPG FAQs

Am I guaranteed a spot?

Spaces on the SPG teams are limited and the teams will be built based on skill sets and backgrounds required to fulfill a need for balance. If you are not placed on a team, you may still have the opportunity to participate in a specific initiative or next year when teams are reshuffled.

How much time will this take?

You can expect to invest 15 hours per month with SPG work. These are work groups rather than steering committees, so team output will be expected and measured.

Where do we begin?

The SPG will be formally kicked off at an all-day event on September 13 during which you will be introduced to the project management templates and workflows, team sites, and a deeper explanation of the goals.

What does success look like?

This vital initiative will result in significantly increasing the efficiency of the University and the development of a wide range of contemporary best practices.

These best practices will ultimately result in greater and more diverse University revenues, more resources for our colleges, reduced waste, monetization of innovation, executive development, and our ability to deliver an integrated future-ready strategy that serves our core mission of excellence in education.

SPG Advisory Council

The Strategic Performance Group is led by Nicholas J. Webb, LHD (Hon.), a Certified Management Consultant and Director of the WesternU Center for Innovation, under the direction of President Wilson. An independent Strategic Performance Group Advisory Council will assure the SPG engages best practices as we build out from our

strategic framework. The advisory council is composed of world-class subject matter experts, consultants, business professors and enterprise best-practice experts. The SPG Advisory Council will evaluate and endorse the entire strategic framework, mission-critical strategic deployments, key performance indicators and strategic

targets as well as project management, shared service center activities, and innovation/technology transfer structure. This external review and validation will warrant to the President and Board of Trustees and, indeed, the entire university community that WesternU methodologies and implementation of strategies are of the highest standard.

MALCOLM DE LEO, PHD, MBA

INNOVATION AND STRATEGY

Dr. De Leo is an innovation expert who has successfully built and developed new markets for both Fortune 500 companies and Silicon Valley startups. He is currently the Chief Evangelist at Quantifind a market-leading data analytics company that has changed the way marketers explore, understand and change their impact on the bottom line. Prior to Quantifind, Dr. De Leo was the Chief Evangelist at NetBase solutions, where he helped launch the social listening market. Before entering Silicon Valley, Dr. De Leo was the Global Vice President of Daymon Worldwide, the world's largest private-brand product broker, and also worked developing innovation partnerships and new products for the Clorox company, where he started his career. Dr. De Leo holds a PhD in Inorganic Photochemistry from University of California, Santa Barbara and an MBA in Technology Management from the University of Phoenix.



SEAN P. STANTON, BS

BOARD OF TRUSTEES LIAISON

Mr. Stanton is co-founder of the highly successful firm Compass Research, a leading Florida-based site network, since acquired and successfully integrated into Bioclinica Research Network. Mr. Stanton is now leading a team of dedicated researchers in a new endeavor consulting for top pharmaceutical and biotech companies around the world, offering his knowledge and expertise about connecting problems to solutions through LIFEcore. Early in his career Mr. Stanton held numerous pre-clinical and clinical research positions in neuroscience. He began his career as a clinical research coordinator at the University of Cincinnati Medical Center, Department of Psychiatry. Mr. Stanton has a bachelor's degree in Biology from the University of Cincinnati.

BILL BIGLER, PHD

STRATEGIC FRAMEWORK AND INITIATIVES

Dr. Bigler is currently founder and CEO of Bill Bigler Associates, a firm to assist business units in Fortune 500 corporations, private equity managing directors and large mid-sized for-profit firms in their strategic management to drive increases in market value. Prior to founding BBA in 2016, Dr. Bigler was a tenured Associate Professor of Strategy and the MBA Program Director in the College of Business at Louisiana State University in Shreveport, Louisiana. He was the 2012-2013 President of the Board of the Association for Strategic Planning, one of the leading professional societies in strategy.



MATTI PALO, MD

HEALTH CARE MARKETPLACE STRATEGIES AND INSIGHTS

Dr. Palo is a Physicist and Board Certified Orthopaedic Surgeon with professional interests in Adult Reconstructive Surgery and Sports Medicine. He has performed over 5,000 operations including hip, knee, and shoulder replacements as well as knee and shoulder procedures. Dr. Palo founded Palo Medical in 2012 with the express purpose of improving solutions in the areas of post-orthopaedic surgery recovery. Through Palo Medical, he has taken multiple products from conception to prototype to manufacturing and distribution. He has extensive experience with direct response marketing with campaigns resulting in multiple sellouts for his cane technology.