UCF's Engineering Leadership & Innovation Institute (eli²): Implementation Plan Summer 2013
Introduction to Our Implementation Plan

This document provides a summary of the eli² strategic plan. The strategic plan is divided into three sections:

1) **Strategic Intent**: This section describes eli²’s mission, vision, goals, and programs.

2) **Strategic Assessment**: This section describes the current state of the environment impacting eli². From this assessment the improvement objectives are defined.

3) **Management Approach**: This section describes the management approach we will use to drive accountability for delivering our 2013-2014 Implementation Plan.

Using this strategic plan we have defined our 2013-2014 Implementation Plan. This implementation plan describes the eli² implementation philosophy and strategies for the next year.
To guide our transformation from our current state to our vision, we will take specific actions. These actions are guided by our philosophy.

### Transformation Philosophy

- **Make the choice to be significant**
- **Deliver** on commitments
- **Assess** how we are doing
- **Enhance** our products/services
  - Build, pilot, learn
- **Market**/Tell our story, invite people to join our journey
- **Develop** a self-sufficient entity
- **Build** a robust operation (team and processes)
- Be value driven
2013-2014 Implementation Plan: Philosophy

Using the transformation philosophy specific strategies are defined for each goal.

- Deliver
- Assess
- Enhance
- Market
- Develop
- Build

Transform the undergrad engineer into a working professional (undergraduate experiences)

Transform the working professional into a project/technical manager (graduate experiences)

Enable the transformation of the project/technical manager into an executive (executive experiences)

Build a community of leaders influencing the discipline (partnership and community building experiences)
2013-2014 Implementation Plan: Global Outcomes and Improvement Objectives

To guide our activities for 2013-2014, for each goal we have identified:

- **The global outcomes**: these are the outcomes our stakeholders need us to achieve with them. These outcomes drives the programs we will deliver.
- **The improvement objectives**: these are the measurable changes we need to make in our operational performance to achieve our global outcomes.

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<th>Improvement Objectives</th>
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<td>↑ student’s awareness, desire, knowledge, and confidence to be professional grade</td>
<td>• 75% CECS actively participate in eli² activities&lt;br&gt; • 50% of CECS students obtain the leadership certificate or minor&lt;br&gt; • 100% of CECS students are aware of eli²&lt;br&gt; • 100% CECS faculty are aware of eli²&lt;br&gt; • 100% CECS chairs and UG advisors agree to the eli² concept of operations&lt;br&gt; • 100% of departments endorse the minor/certificate&lt;br&gt; • 100% of departments endorse the senior design professional skills</td>
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<td>↑ student’s awareness, desire, knowledge, and confidence to be project managers</td>
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<td>Build and share knowledge about engineering leadership and innovation (research experiences)</td>
<td>↑ knowledge about engineering leadership</td>
<td>• Establish an active repository of engineering leadership knowledge</td>
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<td>Build a community of leaders influencing the discipline (partnership and community building experiences)</td>
<td>↑ our impact on CECS</td>
<td>• ↑ eli2’s funding level to be self-sufficient (e.g., $1M/year)&lt;br&gt; • ↑ eli2’s team and process robustness</td>
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2013-2014 Implementation Plan: Delivery Strategies

Consistent with our goals, global outcomes, existing capabilities, and existing resources, we have defined the set of programs we will deliver for 2013-2014.

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2) Lead 1006/1007 Honors section  
3) Conduct the Seminar Series |
| Transform the working professional into a project/technical manager (graduate experiences) | • ↑ student’s awareness, desire, knowledge, and confidence to be project managers | 1) Teach summer for Orlando cohort  
2) Graduate Orlando cohort  
3) Teach spring for new Orlando cohort |
| Enable the transformation of the project/technical manager into an executive (executive experiences) | • ↑ partner’s awareness, desire, knowledge, and confidence to lead their companies | 1) Complete Stage 2 training cohort |
| Build and share knowledge about engineering leadership and innovation (research experiences) | • ↑ knowledge about engineering leadership | 1) Complete Florida benchmarking study  
2) Host Florida meeting  
3) Complete national survey |
| Build a community of leaders influencing the discipline (partnership and community building experiences) | • ↑ our impact on CECS | 1) Conduct working group |
2013-2014 Implementation Plan: Improvement Strategies

Consistent with our goals, strategic assessment, improvement objectives, existing capabilities, and existing resources, we have defined the set of improvement efforts we will deliver for 2013-2014.

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<th>Goals</th>
<th>Improvement Objectives</th>
<th>2013-2014 Improvement Efforts</th>
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• 50% of CECS students obtain the leadership certificate or minor  
• 100% of CECS students are aware of eli²  
• 100% CECS faculty are aware of eli²  
• 100% CECS chairs and UG advisors agree to the eli² concept of operations  
• 100% of departments endorse the minor/certificate  
• 100% of departments endorse the senior design professional skills | 1) Send Out Seminar Series Thank You Packets  
2) Complete Impact Assessments  
• Fall 2012 Seminar Series  
• Spring 2013 Seminar Series  
• Spring 2013 Portfolio Pilot  
3) Enhance Seminar Series Recording & Speakers Packet  
4) Conduct Writing Across Curriculum Pilot (Seminar, Eng Admin, Senior Thesis/Portfolio)  
5) Establish the Engineering Leadership Minor & Certificate  
• Technical & Engineering Sales  
6) Implement Professional Practices Journal & Portfolio  
7) Design & Open the Brainstorm Lab & Innovation Lab  
8) Define the Senior Design Experience  
9) Build the Student Community  
• Social Media/Facebook Group  
• Summer & Transfer Orientation Flyers  
10) Develop Professional Skills Workshop Approach  
11) Define UG Capability Evolution Roadmap  
12) Determine Participation in UG Open House  
13) Refine Impact Assessment Plan  
14) Define & Implement Sophomore Prize Experience |
| **Transform the working professional into a project/technical manager (graduate experiences)** | • 10 major Central Florida organizations actively participate in cohort program  
• Maintain a cohort of 30 students every 2 years | 1) Complete Harris Impact Assessment  
2) Define the Business Model  
3) Define the Marketing Process  
4) Enhance the Curriculum  
5) Start a New Cohort in January |
| **Enable the transformation of the project/technical manager into an executive (executive experiences)** | • 10 major Central Florida organizations actively participate in Engineering Leadership Community of Practice | 1) Complete CIO Lessons Learned Paper  
2) Establish an Engineering Leadership COP |
| **Build and share knowledge about engineering leadership and innovation (research experiences)** | • Establish an active repository of engineering leadership knowledge | 1) Conduct and Publish Florida Benchmarking Study  
2) Hold Florida Meeting  
3) Conduct National Study |
| **Build a community of leaders influencing the discipline (partnership and community building experiences)** | • ↑ eli²’s funding level to be self-sufficient (e.g., $1M/year)  
• ↑ eli²’s team and process robustness | 1) Develop and Share the Strategic Plan  
2) Develop and Implement the Management Plan  
3) Develop Overall Playbook  
4) Develop the Marketing Strategy  
• Plan  
• Visuals  
• Website  
• Brochure & Banner  
5) Develop the Development Strategy  
• Support Writing/Portfolio Proposal  
• Support Entrepreneurship Proposal  
6) Establish the eli² Working Advisory Group  
7) Define the Business Case for eli²  
8) Establish office space |
Management Approach for Driving Accountability

We will implement a series of tools to help us implement a closed-loop strategic management process. We will

– Set and follow an annual strategic management process
– Set our overall strategy with specific objectives
– Develop “playbooks” for delivery items
– Define 1-page project plans for the improvement efforts
– Review performance on a routine basis.

### Annual Strategic Management Process

<table>
<thead>
<tr>
<th></th>
<th>May</th>
<th>June</th>
<th>Jul</th>
<th>Aug</th>
<th>Sept</th>
<th>Oct</th>
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<th>Jan</th>
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<th>Apr</th>
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<td>Set &amp; Share Strategy</td>
<td>Set Strategy</td>
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<td>Drive Alignment</td>
<td>Share Plan</td>
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<td>Deliver</td>
<td>Readiness Review</td>
<td>Readyness Review</td>
<td>Lessons Learned</td>
<td>Review Initiatives</td>
<td>Lessons Learned</td>
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<td>Enhance</td>
<td>Deliver &amp; Refine initiatives</td>
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<td>Weekly Tagup</td>
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<td>Monthly with the Dean</td>
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<tr>
<td>Semester Review</td>
<td>Semester Lessons Learned</td>
<td>Semester Lessons Learned</td>
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<td>Review Results</td>
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### 1-Page Project Plan for Improvement Efforts

<table>
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<tr>
<th>What is the effort?</th>
<th>Seminar Series</th>
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<tr>
<td>Who is the owner?</td>
<td>Tim</td>
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</table>
| Who is the team (and role)? | Jack (Speakers)  
  - Robin (Speakers)  
  - Bob (Speakers & Logistics)  
  - Kimberly (Marketing)  
  - Chivanne/Kate (day of logistics) |
| What does success mean? |     |
| What products are needed? | Marketing information to go to students  
  - Postcard  
  - Schedule  
  - UCFTV contract |
| What efforts can we build from? | Past seminars and marketing material |
| What do we need to clarify? |     |
| What are the plans? |     |
| Summer |     |
| Fall |     |
| Spring |     |

- Decision on location (Tim, Chuck & Bob R)
- UCFTV contract (Kimberly)
- Speaker plan (Jack)
- Schedule (Jack)
- Marketing plan (Kimberly)
- Bob and products to Kimberly
- Marketing products (Kimberly)
- Standard introduction/closing approach (Tim)
- Place within the summer orientation
- Double check enrollment
# Summary of the eli² Strategic & Implementation Plan

## Industry Core Challenge
- Provide engineering leaders who can deliver world-changing solutions

## Mission
- Create the burning desire and confidence to create, innovate, and collaborate to deliver world-changing solutions

## Vision
- We have made a difference.
- Our graduates are making a difference.
- We have national prominence.
- We are the go to place for engineering leadership.

## UCF Context
- State budget cuts
- Increasing enrollments
- Research push/emphasis
- Faculty & staff stretched

## eli² Core Challenge
- Create the “jeep” by spring 2014
- With limited resources
- With limited acceptance
- Move from a “feel good story…to…a real thing”

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