

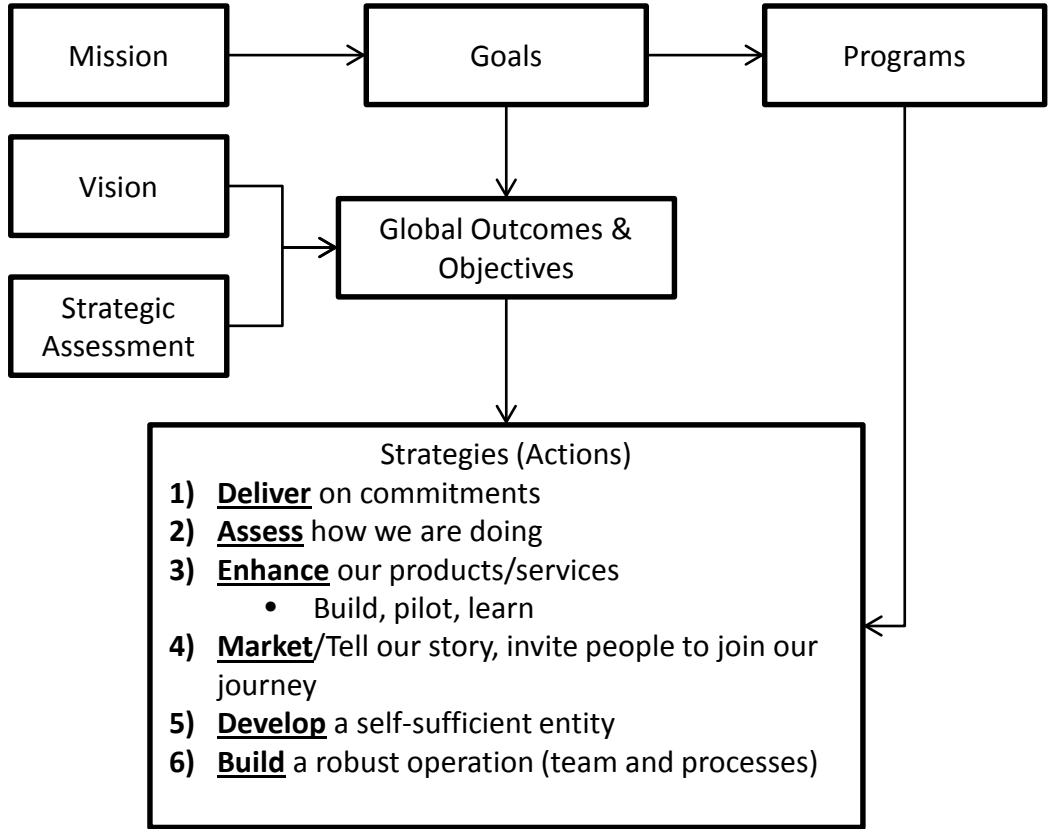
# UCF's Engineering Leadership & Innovation Institute (eli<sup>2</sup>): Strategic Plan 2013

# Introduction to Our Strategic Plan



This document provides a summary of the eli² strategic plan. The document 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.

# Strategic Intent: Mission & Goals

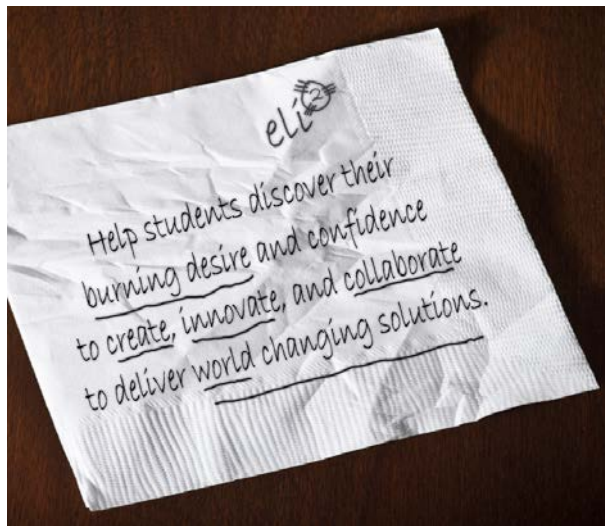


**Mission**  
Our mission is to: Help students discover their burning desire and confidence to create, innovate, and collaborate to deliver world changing solutions.

We define student as anyone interested in learning about engineering leadership. A student is an undergraduate, graduate, or working executive. Consistent with this mission we define our five goals.

**Goals**

- 1) Transform the undergrad engineer into a working professional (undergraduate experiences).
- 2) Transform the working professional into a project/technical manager (graduate experiences).
- 3) Enable the transformation of the project/technical manager into an executive (executive experiences).
- 4) Build and share knowledge about engineering leadership and innovation (research experiences).
- 5) Build a community of leaders influencing the discipline (partnership and community building experiences).



# Strategic Intent: Programs



To implement the five goals we offer a suite of programs to our student customers.

Goal	Programs
<p>Transform the undergrad engineer into a working professional (undergraduate experiences)</p>	<p>A suite of experiences:</p> <ul style="list-style-type: none"> <li>• Connections to Work Experiences</li> <li>• Tools to Allow Self-Reflection</li> <li>• Courses to Learn From</li> <li>• Places to Gather With</li> <li>• Experiences to Apply to</li> <li>• Places to Experiment In</li> <li>• Resources to Apply</li> <li>• Invitations to the Journey</li> <li>• Infuse Concepts Into Courses</li> </ul>
<p>Transform the working professional into a project/technical manager (graduate experiences)</p>	<ul style="list-style-type: none"> <li>• MSEM/PEM (Cohort program)</li> </ul>
<p>Enable the transformation of the project/technical manager into an executive (executive experiences)</p>	<ul style="list-style-type: none"> <li>• Community of Practice             <ul style="list-style-type: none"> <li>• CIO</li> <li>• Stage 2 companies</li> </ul> </li> </ul>
<p>Build and share knowledge about engineering leadership and innovation (research experiences)</p>	<ul style="list-style-type: none"> <li>• Repository of knowledge on engineering leadership</li> <li>• Research experiences             <ul style="list-style-type: none"> <li>• PhD (Serina)</li> </ul> </li> </ul>
<p>Build a community of leaders influencing the discipline (partnership and community building experiences)</p>	<ul style="list-style-type: none"> <li>• A robust eli<sup>2</sup> entity (staff, processes, and tools)</li> <li>• Working groups</li> </ul>

# Strategic Intent: Vision

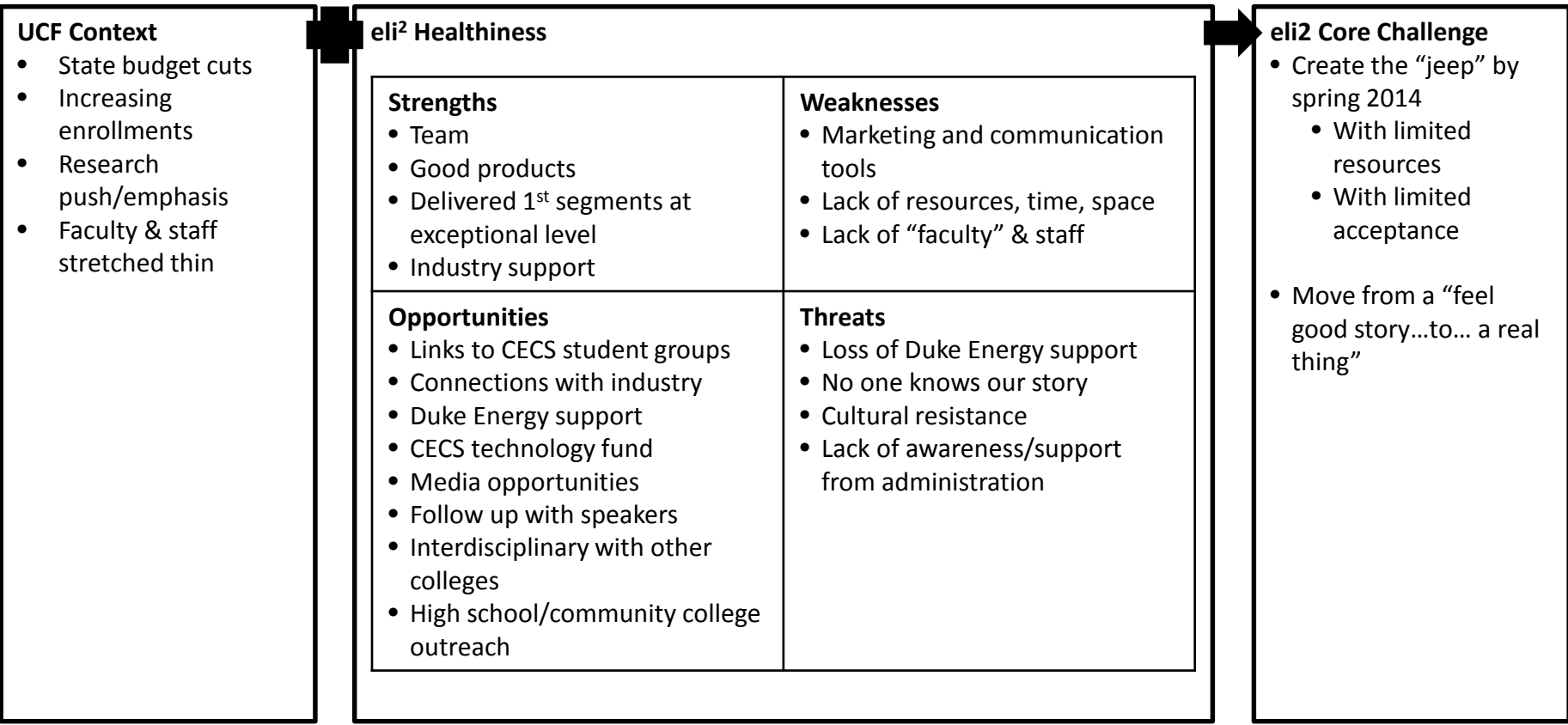
From our planning conversations, we defined our vision to be achieved when:

- We have made a difference.
- Our graduates are
  - Making a difference
  - Connected with each other
  - Giving back to others
  - Starting new companies
  - Creating patents
  - Life-long learners.
- We have national prominence for developing
  - Engineers and computer scientists in leadership roles
  - A curriculum which consistently creates leaders.
- We are the go to place for engineering leadership
  - Organizations hire our students
  - Companies actively participate with us to deliver the curriculum.

# Strategic Assessment



Our strategic assessment is based on the current UCF context and the overall eli<sup>2</sup> healthiness as defined by our strengths-weaknesses-opportunities-threats. This strategic assessment leads us to define the core challenge facing eli<sup>2</sup>. We use this strategic assessment to define our improvement objectives.



# UG Refined Concept of Operations



Gain Work Experiences	Connections to Work Experiences	Internships & Coops			
Reflect on Yourself and Your Experiences	Tools to Allow Self-Reflection	Professional Practices Journal & Portfolio			
Learn from Leaders	Courses to Learn From	Engineering Leadership Minor & Certificate			
		Duke Energy Leadership Seminar Series			
		Professional Development Workshops			
Learn from Experiences	Experiences to Apply to	Pre-Senior Design Competition * Professional Skills			
Experiment with Creating and Innovating	Places to Experiment In	Idea Lab & Innovation Lab			
Gather With Other Engineers & Disciplines	Places to Gather With	•Engineering 2 Atrium •Facebook Group • eli <sup>2</sup> conference room			
Expand Your Resources	Resources to Apply	Professional Skills Tool Box			
Join the Journey	Invitations to the Journey	Summer Orientation & Roadmap	Transfer Orientation & Roadmap		
Learn the Most from Your Engineering Courses	Infuse Concepts Into Courses	Engineering Foundations	Common Core Engineering	3000 Discipline Fundamentals	Senior Design Professional Skills
					Core Engineering Discipline
<b>Student View</b>	<b>Role of eli<sup>2</sup></b>	<b>Freshman</b>	<b>Sophomore</b>	<b>Junior</b>	<b>Senior</b>

# UG Capability Roadmap



		2012-2013 (Fall-Spring-Summer)	2013-2014 (Fall-Spring-Summer)	2014-2015 (Fall-Spring-Summer)	2015-2016 (Fall-Spring-Summer)	2016-2017 (Fall-Spring-Summer)	2017-2018 (Fall-Spring-Summer)
Overall Mission & Evolution		Define the Need Low Hanging Fruit	Pilot & Refine Low Hanging Fruit	Pilot & Refine	Integrate	Execute & Refine	
Program Elements	Tools to Allow Self-Reflection	Professional Practices Journal & Portfolio	Define the Need	Pilot & Refine Honors Freshman	Freshman 1007	1007 & Leadership Capstone Course	
	Connections to Work Experiences	Internships & Coops	Inroads (informal)	UCF Career Services (informal)	Formal Program		
	Courses to Learn From	Engineering Leadership Minor & Certificate	Define the Need	Formal Approval Writing Across the Curriculum	Offer	Offer & Graduate	
		Duke Energy Leadership Seminar Series	Execute & Refine				
		Professional Development Workshops	Define the Need	Pilot & Refine	Execute & Refine		
	Places to Gather With	Facebook Group	Define the Need	Establish	Refine through Use		
		eli2 conference room		Establish	Refine through Use		
	Experiences to Apply to	Pre-Senior Design Competition	Define the Need	Define Approach	Pilot	Execute & Refine	
		Pre-Senior Design Professional Skills		Define Approach	Pilot	Execute & Refine	
	Places to Experiment In	Engineering 2 Atrium	Define the Need	Outfit with Tables			
		Idea Lab	Define the Need	Pursue Funding & Build	Pilot Use	Integrate into All Senior Design	
		Innovation Lab	Define the Need	Prepare Room & Pilot	Integrate into All Senior Design		
	Resources to Apply	Professional Skills Tool Box					
	Invitations to the Journey	Summer Orientation	Define the Need	Pilot	Execute & Refine		
		Transfer Orientation		Define the Need	Pilot	Execute & Refine	
Infuse Concepts Into Courses	Senior Design Professional Skills	Define the Need	Define Approach	Pilot	Execute & Refine		
	Introduction to Freshman	ENG Creativity & Lead	EGN Creativity/PM/Lead	Pilot Honors & CS	EGN & CS: Creativity, PM & Leadership		
	Common Core Engineering				Formal Honors		
	3000 Discipline Fundamental						
	Core Engineering Discipline						



# 2013-2014 Implementation Plan: Philosophy



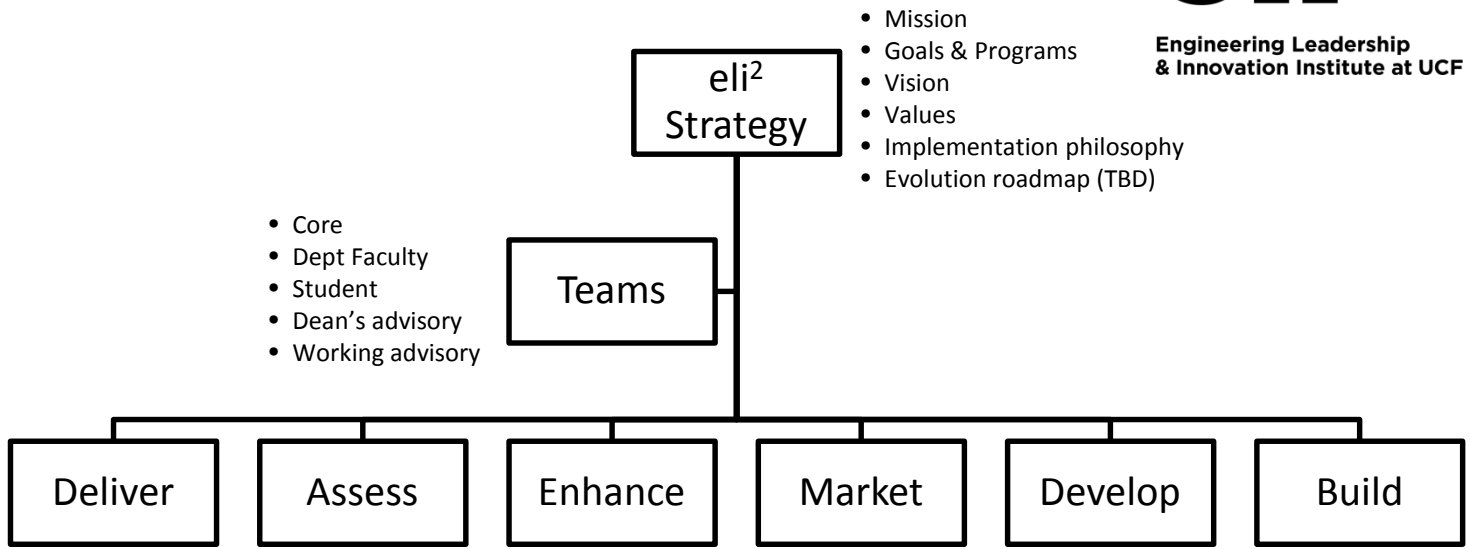
To guide our transformation from our current state to our vision, we will take specific actions. These actions are guided by our philosophy.



# 2013-2014 Implementation Plan: Philosophy



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



- 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 and share knowledge about engineering leadership and innovation (research experiences)
- Build a community of leaders influencing the discipline (partnership and community building experiences)

# 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

		May	June	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Set & Share Strategy		Set Strategy											
Drive Alignment			Share Plan with Dean										
Beaute	Deliver				Readiness Review				Lessons Learned	Readiness Review			Lessons Learned
	Enhance	Define & Refine Initiatives	Implement Initiatives									Review Initiatives	
Weekly Tagups													
Monthly with the Dean													
Drive Accountability	Semester Review				Semester Lessons Learned				Semester Lessons Learned				Semester Lessons Learned
	Annual Assessment									Plan for Assessment	Conduct Assessment	Review Results	

### 1-Page Project Plan for Improvement Efforts

What is the effort?	• Seminar Series		
Who is the owner?	• Tim		
Who is the team (and role)?	<ul style="list-style-type: none"> <li>• Jack (Speakers)</li> <li>• Robin (Speakers)</li> <li>• Bob (Speakers &amp; Logistics)</li> <li>• Kimberly (Marketing)</li> <li>• Chivanne/Kate (day of Logistics)</li> </ul>		
What does success mean?			
What products are needed?	<ul style="list-style-type: none"> <li>• Marketing information to go to students</li> <li>• Postcard</li> <li>• Schedule</li> <li>• UCFTV contract</li> </ul>		
What efforts can we build from?	• Past seminars and marketing material		
What do we need to clarify?			
What are the plans?	Summer	Fall	Spring
	<ul style="list-style-type: none"> <li>• Decision on location (Tim, Chuck &amp; Bob R)</li> <li>• UCFTV contract (Kimberly)</li> <li>• Speaker plan (Jack)</li> <li>• Schedule (Jack)</li> <li>• Marketing plan (Kimberly)                             <ul style="list-style-type: none"> <li>• Bob send products to Kimberly</li> </ul> </li> <li>• Marketing products (Kimberly)</li> <li>• Standard introduction/closing approach (Tim)</li> </ul>		
	<ul style="list-style-type: none"> <li>• Place within the summer orientation</li> <li>• Double check enrollment</li> </ul>		