

Creating an Effective Approach

How the Legacy Wheel can Help

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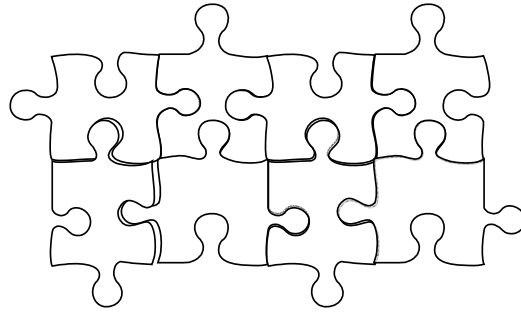
Getting Started: Strategic Planning

What is the Vision, Need and Elements?

- Before
- During
- After

Leadership/Collaboration

- Who are my Visionaries/Experts/Stakeholders?
- Realize you don't have to have all the answers
- Involve those who do



Communications

How do I get them on board?
What does the Message need to be?
What data supports this?

Evaluation

What are Effective approaches to implement?
(not what looks good on paper)

Next Steps as a Team-Lessons Learned

Strategic Planning:

Achieved

- Shared vision as middle management
- Multiple successful elements/activities

Need

- Role and Vision not clear to entire campus
- Build on successful activities

Leadership/Collaboration

Achieved

- Key stakeholders involved
- Working through communication and 'territory'

Need

- Identify new stakeholders/decision makers for next phase of grant
- Need more participation from faculty/students

Capacity Building

Identify Outcomes

- Retention, no deaths, reduce risks
- Increase Knowledge and Skills
- Increase ownership on campus and in community

Evaluation

How can we use data to accomplish goals?

- What data is available to show faculty?
- What messages are effective with students?
- Connect issues with target populations and AODA issues

Plan as a Team

Vision:

Need the greater campus to get the “big picture”

Communication:

We are a Caring and Compassionate Community.

Collaboration:

Work with UWO Integrative Marketing to brand campaign

Team Plan

Use message to build on elements/activities:

- Increase Gatekeeper participation by faculty and students
- Expand suicide prevention to include bias/hate crimes (and other triggers).
- Expand AOD task force mission
- Increase work with area hospitals (use University of Michigan's in-patient booklet as a guide)
- Develop a clergy network

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