Woodbury University
The Next 25 Years
February 17, 8:30-1:00

Agenda Review/8:30-8:45/Fletcher Jones Foundation Auditorium

Welcome (President)

Introduction of the Process (Steve Dyer)

Move to the assigned classroom.

Consulting Team Initial Meetings/8:45-11:30/In Assigned Classroom
Woodbury University has retained you as part of a consulting company that will help re/design the campus in time for Woodbury’s 150th anniversary in 2034.

You will present your design ideas at a luncheon that follows your meeting with a university representative, who will serve as your client in this project. Your meeting will be divided into two planning stages, one that focuses on forces driving the university and the other that focuses on imagining how those forces will shape fundamental components of the university over the next 25 years.

I. Getting Started (8:45-9:15)
In planning for the future it is very important to honestly understand Woodbury and to acknowledge the brutal facts of the current reality in order to reveal the truth of the present situation. In this connection, you were given a question to answer before the meeting:

“What internal factors will change most over the next 25 years for Woodbury? Why? and How?”

You emailed your responses to the client, who has recorded them on a sheet of paper and will discuss the list with you. This will serve to get you warmed up for your next exercises.

Deliverable: A consensus answer to the getting started question above to be presented over lunch.

II. Exercise 1/9:15-10:00
In order to help with planning, you will need to answer the following three questions and reach a consensus as best you can:
1. What are Woodbury’s faculty, staff, students, and alumni deeply passionate about?

2. What drives the economic engine of the university?—i.e. the indispensable resource, process, activity, or thing that provides both the indirect and direct sources of revenue without which the institution would fail to function.

3. What is the university’s marketable difference? That is what makes the university different in ways that can provide an appeal that other universities don’t have.

**Deliverable:** A brief summarized response to the above three questions to be presented over lunch.

**Break 10:00-10:10**

**Exercise 2/10:10-11:00**

Considering the answers to the three questions above, what will the university look like in 25 years? The university has not hired you to tell us how we will get from its current position to the position you envision, but it wants to understand the endpoint—what the university will be in 25 years in terms of key areas.

Deliverable: each team will be asked to report on ONE of the following key areas during lunch:

<table>
<thead>
<tr>
<th>Firms</th>
<th>Area for Firms’ Proposal</th>
<th>Considerations</th>
<th>Deliverable for Presentation at Luncheon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dogmatic Solutions, Imaginative Solutions</td>
<td>Facilities</td>
<td>Virtual or real campus in a single or multiple locations or...</td>
<td>A map or plan of the university</td>
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<tr>
<td>EduGators, Jerryrig’IT</td>
<td>Supporting Elements</td>
<td>Enrollment Management, Facilities, Technology, Human Resources, Finances, Development, Careers and Alumni Relations, Community Relations, Governance and Administration</td>
<td>Flow chart for supporting elements indicating the relationship among them 25 years from now</td>
</tr>
<tr>
<td>Abecederius, Future Planners</td>
<td>People</td>
<td>Faculty, Students, Staff</td>
<td>A paragraph that can be pasted in every job ad that describes the characteristics of our people written in such a way that will attract the right people</td>
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<td>Brain Trust, Great Minds</td>
<td>Technology</td>
<td>Hardware, Software, Systems</td>
<td>A description or drawing/diagram of how technology will enable and transform what and how the “People” described</td>
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<td></td>
<td>Educational Process</td>
<td>How will the teaching and learning relationship be altered? What will change for inputs and outputs? Where will learning take place?</td>
<td>Draw or describe the environment in which learning will occur in the university in 25 years.</td>
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<tr>
<td>• Competence</td>
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<td>Collaborative</td>
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<td>• Half Baked Ideas</td>
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**Luncheon 11:15-1 /New Woody's**

While enjoying a box lunch, your firm will have ten minutes to make your case for your view of Woodbury's future. We want to be inspired by your firm's view of the campus of the future. Please make an explicit argument for your team’s answer and show clearly how those answers have informed your work.