A Report to Woodbury: What Woodbury Will Be in 25 Years

Prepared by: ___________________________ (company name)
Consultants:
_____________________________ ___________________________ leader
_____________________________ ___________________________ recorder
_____________________________ ___________________________ spokesperson
_____________________________ ___________________________

Below we briefly summarize our consensus answer to the following four questions:

“What are the three most important internal factors that must change the most over the next 25 years for Woodbury to be a successful and thriving university and how will these three factors change?”

1)

2)

3)

What are Woodbury’s faculty, staff, students, and alumni deeply passionate about?

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

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.
The university did not hire us to determine how to get from its current position to the position envisioned, but it wants to understand the endpoint--what the university will be in 25 years in terms of key areas. So considering the answers to the questions above, we were given the following key area checked to examine in terms of “what will the university look like in 25 years?”

<table>
<thead>
<tr>
<th>AREA ASSIGNED</th>
<th>AREA FOR PROPOSAL</th>
<th>CONSIDERATIONS</th>
<th>DELIVERABLE</th>
</tr>
</thead>
<tbody>
<tr>
<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>
<td></td>
</tr>
<tr>
<td>Services</td>
<td>Enrollment Management, Facilities, Technology, Human Resources, Finances, Development, Careers and Alumni Relations, Community Relations, Governance and Administration</td>
<td>Flow chart for services indicating what they are and the relationship amongst them</td>
<td></td>
</tr>
<tr>
<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>
<td></td>
</tr>
<tr>
<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 above fulfill their function</td>
<td></td>
</tr>
<tr>
<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>
<td></td>
</tr>
</tbody>
</table>

What will the university look like in 25 years?”