

Unit: OMAD

Section 1: Programmatic & Academic Vitality Narratives

- 1) Have you made any changes to your unit's strategic plan and/or budget process in the past year? If yes, what are 3-5 key elements of your unit's new/revised strategic plan and/or budget process? If no, please comment on the progress you've made in 3-5 key areas of your strategic plan.**

The current OMA&D strategic plan (developed in 2018) remains in the implementation phase, focusing on the plans and objectives for the possible future state of the organization, in alignment with our mission, vision, and values. The strategy has been to increase our organizational efficiencies and levels of engagement through five targeted imperatives: Communication, Outreach, Technological Innovation, Education and Leadership Development, and Fund Development.

Workgroups have been impacted by the pandemic and our organizational capacity pivoted to focus intently on responding to virtual learning at UW and at partner institutions and schools throughout the state. As a result, some objectives across the five strategy areas have been slowed in response to stakeholder bandwidth while other objectives have remained to move forward at a similar pace. In contrast, several planned tactics for development and deployment of Technological Innovation have been sped up to meet program and constituent needs. Strategy area workgroups are collecting progress data as we conclude FY21 to adjust OMA&D wide plans for FY22 and beyond.

The OMA&D budget planning process remains consistent with past years. However, delays in strategic plan implementation have meant that investments associated with recommendations from the plan have also been delayed. This, along with suspended operational spending due to the pandemic, has led to a larger than normal carryforward amount. The savings are temporary as the move back to campus will kick off activity currently on hold. Some examples include – a refresh of organization literature, websites, and other marketing collateral, funding for student events with increasing costs like Poly Day, Pow Wow, and cultural gradations, and much needed travel for student outreach, student research, graduate school preparation, and study abroad.