



**GLENN KORFF  
SCHOOL OF MUSIC**

# **STRATEGIC PLANNING**

**"BUILDING FOR THE FUTURE"**

# ACTIVITY TO DATE

From December 2020 to April 2021, ACG and the Strategic Planning Committee (SPC) have completed:

- Planning Workgroups from Faculty, Staff, and Students
- Surveys of the SPC, Faculty, Staff, and Students
- Selected External Interviews
- Two Meetings with the Community Advisory Committee
- Benchmarking Research
- Phase 2 Data Report (Summarizing the above)
- Four SPC Workshops





**Phase 1:**  
**PREPARE AND ALIGN**

**Phase 2:**  
**ASK, LISTEN, LEARN**

**Phase 3:**  
**UNDERSTAND AND STRATEGIZE**

**Phase 4:**  
**PLAN AND LEAD**

1. Strategic Planning Committee #1 (SPC)
2. Background information
3. SPC Survey
4. Planning Workgroups
5. Project check-in

1. Community Advisory Committee #1 (CAC)
2. Stakeholder interviews
3. Stakeholder engagement survey
4. Benchmarking report
5. Project check-in

1. SPC Workshops #2 & #3
2. CAC #2
3. Project check-in

1. SPC Workshop #4
2. Update Presentation
3. Plan Drafting
4. Faculty Retreat
5. CAC Meeting #3
6. Adjustments and Roll-out
7. Follow-Up Meetings

# UNIVERSITY FRAMEWORK

- In the environment of an R1 university, it is important that GKSOM's strategic plan fit cohesively into other university strategies, frameworks, and policies.
- Reviewing these prior to considering key findings, as the SPC is settling on central priorities for the plan, and in context of a final document, is essential to ensure alignment.

# HIXSON-LIED COLLEGE FRAMEWORK

- **Strategic Planning Guidelines:**
  - A structure of Mission, Values, Vision, and Strategic Priorities
  - Brevity, with the core public plan four pages or less in length
  - Clear consideration of audience for the plan, including faculty, students, donors, and partners
  - An associated internal Action Plan with details including timelines and responsibilities
  - Clear linkages between School strategies and initiatives or objectives of the College



# UNIVERSITY MISSION AND VISION

## Alignment with the University Mission and Vision

- Vision
  - Our vision, as a land-grant, comprehensive university, is to place the University of Nebraska-Lincoln in the forefront of public higher education—to excel at all of our missions of teaching, research, and engagement. In doing so, we will attain national and international fame, while always serving the needs of all Nebraskans.
- Mission
  - As Nebraska's only land-grant, comprehensive, research university, our mission is clear. It is defined by the Board of Regents and the Nebraska Statutes. We are directed to teach, to do research, and to serve Nebraskans. These missions are intertwined and interdependent. The products of the fulfillment of our mission are young adults prepared to lead successful lives, innovation that expands our horizons and our economy, creative activity that improves the quality of our lives, and a close connection to the needs and aspirations of Nebraska.

# LINKAGES WITH CORE ASPIRATIONS

Nebraska students co-create their experience

Our research and creativity transforms lives and learning

Every person and every interaction matter

Engagement builds communities



# ALIGNMENT OF KEY INDICATORS OF SUCCESS

Access – Geographic breadth of students

Future-ready Skills – Assessments of students in critical thinking, problem-solving, communication, social consciousness, and resilience

Research, Scholarship, and Creative Activity that Transform Lives and Learning -measuring the impact of research and creative activity on society through the number of solutions to grand challenges and major societal problems; the number of improved practices; and number and diversity of people and communities helped

Diversity and Inclusion Across the University – tracking the equity and economic graduation gap, exceeding national demographic trends for faculty, staff, and students, and direct surveys of students' understanding and experience of diversity, equity, and inclusion issues

A Strong University Community – tracking the involvement of faculty and staff in their appropriate governance structures and the effectiveness of these structures in supporting the University's vision and mission

Reach and Impact – tracking experiential opportunities in the community, beneficial partnerships with community partners, life-long learning initiatives, and impacts on mentorship, entrepreneurship, and job creation





# MISSION/VISION/VALUES

## Mission Statement

The Mission Statement communicates an organization's purpose and defines the community that it serves. It answers the question "Who do we exist to serve, How do we do serve them, and Why do they benefit from our service?"

The Glenn Korff School of Music brings the world to Nebraska, and represents Nebraska to the world, by bringing together students from a wide diversity of backgrounds to develop their excitement, knowledge, expertise, and practice of music and dance.

We are committed to engagement with local, regional and global communities, including the University, the City of Lincoln, and the State of Nebraska and strengthening music and dance as essential elements of the human experience. We accomplish this through education, creative activity, research, and service, all to prepare students for a variety of career paths and enriched lives filled with participation and collaboration through the Arts.

# MISSION/VISION/VALUES

## Vision Statement

The Vision Statement focuses on the future, and an inspiring goal for what the organization is driving towards. It answers the question : “How does the world look different if we successfully accomplish what we want to do?”

The Glenn Korff School of Music will be a creative center where students from across the School, University, region, and world feel welcomed and supported to learn and grow in their unique music and dance pursuits, and can collaborate together in a healthy and inclusive environment.



# MISSION/VISION/VALUES

## Values

Values are the principles that guide the organization's members, and how they prioritize different ways of behaving relative to one another, their constituents and their community. Values answer the question: "How are we specific in our ways of doing business?"

We see ourselves in all our interactions with our community, our patrons, our artists, and each other as:

COLLABORATIVE

INCLUSIVE

CREATIVE

# STRATEGIC PRIORITIES AND ACTION PLANNING

## Universal Priorities

All School priorities and initiatives moving forward will include an integrated consideration of how changes or actions impact the rest of the school and activities, to be implemented in policy and practice. Specific initiatives will also be undertaken to address these areas directly.

1. **Mental and Physical Health** of students, staff, and faculty, particularly in relation to sustainable, balanced workloads and allowing time and space for quality engagement in University, Community and School activities as well as for their own creative exploration.

Action Planning: Wellness Committee

2. **Diversity, Equity, Inclusion, Accessibility and Belonging**, with applications of those principles for current students, staff, and faculty and in terms of recruiting, supporting, and promoting many kinds of people inside and outside the School, including people of many ethnicities, gender identities, sexual orientations, neurodivergences, socioeconomic statuses, physical ability, and other life experiences and self identifications.

Action Planning: Diversity Committee



# STRATEGIC PRIORITIES AND ACTION PLANNING

## Targeted Strategic Priorities

All School priorities and initiatives moving forward will include an integrated consideration of how changes or actions impact the rest of the school and activities, to be implemented in policy and practice. Specific initiatives will also be undertaken to address these areas directly.

### **1. Preparing for New Facilities**

Action Planning: Executive Committee / Building Committee

### **2. Focusing on Community Engagement** through Intentional Presence and Communications to Connect School Activities to the Broader University and Nebraska

Action Planning: Administration and Faculty

### **3. Reimagining the Music and Dance Curricula, Programs, Events and Schedule** to create a more Connected, Balanced, and Expansive Education for All Students

Action Planning: Undergraduate Committee, Graduate Committee, Administration Scheduling





**GLENN KORFF  
SCHOOL OF MUSIC**

**Thank you!**  
**FOR FURTHER INFORMATION, PLEASE  
CONTACT [MUSIC@UNL.EDU](mailto:MUSIC@UNL.EDU).**