

# Controlling the Agenda

**The keys to progress...**

**Consistency...Persistence...Focus**

**But how do we keep our eye on the ball and control the agenda in the face of the day-to-day crises and disruptions that inevitably occur in complex organizations such as universities?**

**How do we assign responsibility for each of the many issues which arise over the course of the year?**

# **Keeping our eye on the ball...**

## **Concerns:**

**We have set out a very ambitious agenda for the University that will require both great effort and strong teamwork (e.g., the Michigan Mandate, external relations effort, globalization,...).**

**We must take great care that we do not get swamped by all of the other issues swirling about an active campus such as ours and keep our focus on our most immediate and important priorities.**

# **Key Steps in Dealing with Issues**

- 1. Identification**
- 2. Assessment: Determine what is possible and what is not.**
- 3. Priority Assignment: Determine the priority of each issue by assessing how it relates to the present strategic objectives of the University.**
- 4. Action Plan: Determine how the Administration will deal with each issue.**
- 5. Identify key responsibilities for each issue and make appropriate assignments to members of the President's Council.**

# Examples of Issues

## P-Word Issues:

**Parking, police, Penn State,...**  
**Special Interest Group agendas, "PC" Issues, ...**

## Key Strategic Issues:

- **The Michigan Mandate: Representation, Multiculturalism**
- **Globalization: Academic Programs, International Relations**
- **Age of Knowledge: Infrastructure, NREN, Colabs, SFI**

## Issues of the Times:

- **Budget Issues: State (FY91, FY92), Fed (R&D, Fin Aid, ICR)**
- **Cost Management, Whitaker Task Force**
- **Capital Campaign**

## Meta (Cosmic) Themes:

- **Building a sense of community**
- **Transforming adversity into opportunity**
- **Building a spirit of pride in, loyalty to, commitment to UM**

# Where should the administration focus its attention?

**P-Word Issues**

**Key Strategic Issues**

**Issues of the Times**

**Meta (Cosmic) Themes**



# Where should the administration focus its attention?



**P-Word Issues**



**Key Strategic Issues**



**Issues of the Times**



**Meta (Cosmic) Themes**