Strategic Planning Initiative for UCLA Health Sciences

April 13, 2010
Strategic Planning Initiative

Initial Phase:

• David Geffen School of Medicine at UCLA

• UCLA Health System
Reasons to Engage in Strategic Planning

• Think strategically, set goals and develop effective strategies
• Clarify future direction
• Establish priorities
• Signal aim to change (symbolic)
• Foster broad participation
• Develop a coherent and defensible basis for decision-making

Continued…
...Reasons to Engage in Strategic Planning

• Guide resource allocation
• Make decisions across levels and functions
• Evaluate and improve performance
• Deal effectively with rapidly changing circumstances
• Impose discipline
• Manage expectations
Why Now?

- Unprecedented growth in the last fifteen years
- Expansion in research and clinical enterprises
- Steadily declining State support
- Increased competition for the best people
- Dramatic advances in science, medicine, and technology
- Anticipated impact of national health reform
Goals

• Develop a comprehensive, integrated strategic plan based on academic and healthcare priorities, and

• Collaboratively engage the UCLA community (faculty, staff, trainees, senior campus leadership, and external partners)