

## CASE STUDY: ST. LAWRENCE COLLEGE STRATEGIC PLAN

**Client: St. Lawrence College, Kingston, Ontario**

### OVERVIEW

Located in Eastern Ontario, St. Lawrence College (SLC) provides a unique combination of world-class education in a small-town setting. SLC offers a variety of post-secondary programs and services to support the learning needs of its students while contributing to local and international economic development. In 2013, SLC retained Lura Consulting to develop a new strategic plan for the college. *Our Future: St. Lawrence College 2014-2019 Strategic Plan* builds on the accomplishments of the college's previous strategic plan and outlines SLC's aspirations for the next five years.

### SERVICES

Lura worked with the College Executive Team to design and implement a strategic planning process that integrated an extensive campus and stakeholder engagement program. The engagement program was designed to draw on the wisdom of the entire college community through multiple conversations about the College's future with the following groups:

- Board of Governors
- Community Council
- College Foundation
- Student Government
- Faculty & Staff
- Students, alumni, retirees and business and community partners.

Engagement activities inspired participation and feedback through a combination of face-to-face and web-based interactive tools such as world cafés, discussion guides, and an online survey. In addition to consultation and facilitation services provided, Lura also drafted the strategic plan.

### RESULTS

The collaborative strategic planning process was implemented over the course of nine months and engaged over 500 individuals through one of the most extensive consultation programs in the College's history. Multiple opportunities for participation and feedback enabled the entire college community to shape SLC's new vision, mission and strategic directions. The college community also arrived at a common understanding of its shared future by collectively re-evaluating the organization's values for the first time in more than 10 years.

