



# WHY INTEGRATED PLANNING?

IT'S SUCH A SIMPLE CONCEPT—WORKING TOGETHER—  
YET IT SOMETIMES SEEMS SO DIFFICULT TO IMPLEMENT

## WORKING COLLABORATIVELY. USING RESOURCES WISELY. SHARING BEST PRACTICES.

SCUP was created nearly 50 years ago to facilitate integrated planning among functional areas on campus in support of the academic plan.

## YOU'VE HEARD THE STORIES . . .

. . . a laboratory gets built on campus without buy-in from the provost's office or faculty.

. . . an institution goes on academic probation because it did not pass planning on its accreditation review.

. . . a system opens multiple new buildings on campuses across the state, but does not have the funding to operate them.

. . . a new president's leadership falters because his or her staff resists working transparently or collaboratively.

## WHAT IS INTEGRATED PLANNING?

Integrated planning is the linking of vision, priorities, people, and the physical institution in a flexible system of evaluation, decision-making, and action. It shapes and guides the entire organization as it evolves over time and within its community.

## BENEFITS OF INTEGRATED PLANNING

### 1. Align institutional priorities with resources

Three years of using an integrated budget process, one where funding decisions were transparent and clearly tied to strategic goals, brought about “the end of whining” for a Midwestern, regional university.

### 2. Make accreditation work for you

The SCUP Planning Institute helped put integrated planning to work at a northeastern community college and it resulted in a “no concerns or problems” accreditation review.

### 3. Contain and reduce costs

As part of a comprehensive sustainability effort, integrated planning meets the requirements of the American College and University Presidents Climate Commitment (ACUPCC), and that adds up to savings in utilities for campuses across the country.

## CORE COMPETENCIES FOR INTEGRATED PLANNERS

Any senior leader can fail in their job if the people who report to them do not understand how essential it is to engage the right people in the right conversations at the right time and in the right way. Integrated planning might not solve every problem on campus, but it is sure to provide a solution to the most important issues.

To be effective, everyone who plans on your campus needs these core competencies:

### 1. It's all about the PEOPLE

Identify the people who need to be in the room and work with them effectively.

### 2. Speak their LANGUAGE

Create and use a common planning vocabulary for communicating.

### 3. Know how to manage a planning PROCESS

Facilitate an integrated planning process and manage change.

### 4. Produce a shared PLAN

Produce an integrated plan that can be implemented and evaluated.

### 5. Read the PLANNING CONTEXT

Collect and filter relevant information.

### 6. Gather and deploy RESOURCES

Identify alternative and realistic resource strategies.



# LEARN. SHARE. CONNECT.

FOR A COMPLETE LIST OF RESOURCES AND UPDATES, VISIT [WWW.SCUP.ORG](http://WWW.SCUP.ORG).

## TOPICS

### ACADEMIC PLANNING

#### Books

- *Academic Design*
- *Doing Academic Planning—Effective Tools for Decision Making*
- *Integrating Higher Education Planning and Assessment: A Practical Guide*

#### Knowledge Community

- Academic Planning

#### Portfolios

- *Assessment & Quality*
- *Connecting the Dots . . . The Essence of Planning*
- *The Faculty*

### CAPITAL PLANNING

#### Book

- *The Non-Architect's Guide to Major Capital Projects*

### COMMUNITY COLLEGES

#### Journal

- *Seeding Our Future: Integrated Planning in the Community College*

#### Knowledge Community

- Community Colleges and Technical Schools

#### Portfolio

- *Planning in the Community College*

### FACILITIES PLANNING

#### Books

- *Campus Heritage*
- *In Sync: Environmental Behavior Research and the Design of Learning Spaces*
- *Old Main*

#### Knowledge Communities

- Campus Heritage Planning Network
- Learning Space Design
- Managing Campus Space

### INSTITUTIONAL DIRECTION

#### Books

- *A Guide to Planning for Change*

### RESOURCE & BUDGET PLANNING

#### Knowledge Community

- Budgeteers

#### Portfolio

- *Budget & Resource Planning*

#### Book

- *Financial Planning Guidelines for Facility Renewal and Adaption*

### SUSTAINABILITY

#### Campus Sustainability Day

Learn more at [www.scup.org/csd](http://www.scup.org/csd).

#### Campus Sustainability Planning Network

[www.campussustainability.info](http://www.campussustainability.info)

## NETWORKING

### ANNUAL, INTERNATIONAL CONFERENCE AND IDEA MARKETPLACE

Attend higher education's premier planning conference for best practices, innovative services, and collaboration with other higher education leaders.

#### SCUP-46: National Harbor, MD

(Just outside of Washington, DC and Alexandria, VA)  
July 23-27, 2011

#### SCUP-47: Chicago, IL

July 7-11, 2012

#### SCUP-48: San Diego, CA

July 27-31, 2013

#### SCUP-49: Pittsburgh, PA

July 12-16, 2014

### PROFESSIONAL DEVELOPMENT

Enhance your understanding of integrated campus planning and develop analytical, strategic, and practical implementation skills.

#### SCUP Planning Institute

Three steps leading to a certificate of completion.

Bring the Institute to your campus:

[www.scup.org/profdev/pi/oncampus](http://www.scup.org/profdev/pi/oncampus).

## REGIONS

Connect with leaders in higher education by attending annual regional conferences and local, one-day events. All regional events are open to individuals from any region. Find out what's coming up at [www.scup.org/calendar](http://www.scup.org/calendar).

## SOCIAL MEDIA

SCUP has Twitter accounts, a Facebook presence, a LinkedIn group (and subgroups), topically focused collegial networks using Ning about campus sustainability planning and about campus heritage planning, blogs which provide the opportunity to comment on postings, and many email discussion lists which we call Knowledge Communities. Find out more at [www.scup.org/about/communities](http://www.scup.org/about/communities).

## KNOWLEDGE

### PLANNING FOR HIGHER EDUCATION (PHE) JOURNAL

Published quarterly *Planning for Higher Education* (PHE) seeks to transmit the knowledge, ideas, research, and experience to advance the practice of higher education planning and policy making.

### SCUP EMAIL NEWS

A weekly newsletter that provides links to hot topics related to higher education and provides an update on SCUP events/planning resources. Subscribe today at [www.scup.org/pubs/scupemailnews](http://www.scup.org/pubs/scupemailnews).

## TRENDS

*Trends to Watch in Higher Education*, a regular SCUP report available at [www.scup.org/page/knowledge/ttw](http://www.scup.org/page/knowledge/ttw).

## WEBCASTS

Hear from experts in higher education in areas such as academic planning, sustainability, technology, future trends, and more through SCUP webcasts.

Miss a webcast? Purchase a CD. Learn more at [www.scup.org/webcasts](http://www.scup.org/webcasts).