

# Building a Strategic Plan for Quality Improvement of Educational Institution

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**Abstract:** *India's economic growth, the need to scale up technological education, the roles of skill, knowledge, attitude and innovation in the nation's economic path. India is emerging as an innovator, and the present situation offers opportunities for the country to take the lead in demonstrating how growth can be achieved in a sustainable method. Strategic planning holds great promise for multifaceted organizations like universities and colleges and other educational organization, but carelessness to critical stages of the process leads too many plans to end up sitting on a shelf rather than truly managing the organization to its goals. The process of strategic planning must originate with a clear visualization of the motivation for planning. Strategic planning is a continuing and unending process of evaluation, reflection, and improvement that helps the institute set priorities and urgencies, manage various resources, define performance expectations, and confirm and approve integrated actions. Its goal is to enhance the institute's ability to carry out its mission and core values. This paper gives overview of importance of strategic plan in improvement quality of education.*

**Keywords:** *planning, strategic, education, institute Quality*

## I. INTRODUCTION

A strategic plan in the teaching or academic sector is the physical product of the strategic planning process that signifies the guiding orientations on how to run an education system within a larger national development and growth insight, which is growing by nature and often involves many constraints also.

The institutions are developed to give effect to the vision and strategy in the institute strategic plan, "In recent years India's place in the world has changed; a new India is evolving or developing at faster rate. Indian is carving out their futures, they are also confident to have something unique to offer the world. They desire to break new ground, foster new communities, advance new ways of working and promote a distinct and valued world view. To be successful in today's challenging and inspiring times, Indian must be not only academically and technically equipped, but also creative, innovative and associated. They need to shape on the old-style strengths that come from our land-based industries as well as the new and diverse activities that are advancing India's contribution to the "big issues" of the age – sustainable use of resources, public spirit in a digital world, community or civic flexibility in times of natural and induced environmental and pollution challenges, global economic issues, health and welfare and food security, etc. As India's defining tertiary education institution, institute provided the supporting knowledge for our nation's successful development in much of the 20<sup>th</sup> century. In the 21<sup>st</sup> century we hope and desire once again to serve and lead as the "engine" of this new India.

## II. RESEARCH METHODOLOGY

The descriptive type research methodology adopted for this paper. The major objectives are set to study importance of strategic plan in the education sector for quality improvement.

## III. OBJECTIVES

A. *Major Objectives of This Paper Are*

- 1) To study Importance of planni
- 2) To study Characteristics of Plannin
- 3) To study Strategic Planning Proces
- 4) To analysis steps Strategic Plannin
- 5) To identify institutional Objectives for Strategic Pla

- 6) To identify Benefits and Disadvantages of Strategic Plan

#### IV. IMPORTANCE OF PLANNING

The progress of the organization is the purpose that planning is significant for the management because Planning supports any organization to decide short term and long term goals; it helps you make decisions faster The importance of planning increases and rises day by day in an organization where stability and strength has not been observed .Here is 6 reasons justifying the importance of planning.

- A. The complex nature of education, the activities of the administrators within the system, and the highly long-winded nature of the goals of education calls for proper planning. Within the increased complication of modern technological society, the need for social and economic planning arisen. Pressures from population bang, manpower needs, ecosystem, decreasing national resources and random application of scientific development, the need to advance development as speedily and economically as possible to benefit the individual and the nation, place demands on educational institutions for solution, hence the need for educational planning.
- B. In education sector resources to be used are limited, thus the need to determine in advance a programme of action for the accomplishment of the goal within a given specific period of time.
- C. Acceptable and standard plans help to direct and co-ordinate the actions of employees in order to achieve maximum effectiveness, efficiency and productivity in any organization or industry.
- D. Planning is essential and needed for administrative decisions in education organization, for it aims at putting into action what educators thinks to accomplish.
- E. Planning permits a nation to make its choices clear in terms of the aim and objectives.
- F. Educational plans are designed to avoid in balances and massive wastes and replenish the steadily serious shortage of teachers in all stages of education for primary to diploma and graduate level. This can be possible by timely recruitment of teachers, lecturers and professors by respective authority.

#### V. CHARACTERISTICS OF PLANNING

- A. Planning is goal-oriented
- B. Planning is looking ahead for future.
- C. Planning is an intellectual and logical process
- D. Planning involves choice & decision making
- E. Planning is the primary function of management / Primacy of Planning
- F. Planning is a Continuous Process
- G. Planning is all Pervasive
- H. Planning is designed for efficiency
- I. Planning is Flexible

#### VI. DEFINITION OF THE STRATEGIC PLANNING PROCESS

It is defined as management tool to help an organization improve its performance by ensuring that the members of the organization are working towards the same goals and by constantly regulating the direction of the organization to the changing environment on the basis of results attained. (Ref-9) Strategic planning is a process any organization use to create a meeting journey which is sure to impress and influence everyone. From marketing campaigns to lead management, to event coordination. (Ref 8)

#### VII. STRATEGIC PLANNING STEPS

The main steps for strategic planning are as under (Ref-10 and 11)

- A. *Analysis of The Current State or Situation.*

Educational institute investigates their organization's external and internal environment. They may conduct a SWOT analysis, which is an examination of their organization's strengths, weaknesses, opportunities, and threats. They will also carefully examine the specific external environmental factors, such as their competitors, the power of suppliers, the power buyers (Industries) or customers

(students) have, whether there is a viable threat that major clients or customers can effectively substitute their product or service, and whether there are any barriers or obstacles to entry into a new system in organization.

#### *B. Defining The Future State Or Situation*

Educational institute will develop an organizational vision and a mission statement that defines the future of their organization - where it wants to be, its essential values, and what it wants to do. After they have defined the organization's vision and mission, they can begin to frame a comprehensive strategy to achieve them.

#### *C. Determination Of Objectives And Strategies*

Now institute have defined the organization's vision and mission, they can develop a set of objectives that will lead them to the overall strategic goal or vision.

#### *D. Implementation And Evolution*

Good implementation of this Strategic Plan will be a rigorous determination through Institute management and faculty members. It will need additional details, timelines, milestones, assignments, and oversight. It will need to be precedence for all in order to be accomplished in a timely manner. After the Strategic Plan is approved upon, an Institute-wide Implementation Plan will be set with action plans for specific goals and strategies. An Implementation Team will be established for development and evaluation.

### **VIII. STRUCTURED FOR STRATEGIC PLANNING PROCESS**

Though every strategic plan structured for Strategic Planning Process

Every strategic planning process is uniquely & exclusively designed to fit the specific needs of a particular educational institute, but every successful "model of strategic planning" includes most of these steps:

- A. Vision and mission
- B. Environmental scan
- C. SWOT analysis
- D. Benchmarking
- E. Strategic issues
- F. Programming
- G. Emergent strategies
- H. Evaluation of strategy
- I. Review of the strategic plan
- J. Strategic thinking
- K. Objectives for Strategic Plan (Ref.11)

The principal objectives of the plan are to:

- 1) Set direction and pathways for the successful evolution of the Institute and Surveys over the next five years.
- 2) Discourse strategic issues critical to meeting the mission and pursuing the vision of the educational Institute.
- 3) Create required priorities and ensure effective use of resources to meet the statutory requirements and service expected by the society, state and nation
- 4) Align Institute, management and staff around common goals and vision.
- 5) Further the understanding of the Institute as a strategic asset to the institute and the process is uniquely designed to fit the specific needs of a specific institute or educational origination, but every successful "model" includes most of these steps:
- 6) Vision and mission of institute
- 7) Environmental scan and examination
- 8) SWOT analysis
- 9) Benchmarking
- 10) Strategic issues
- 11) Strategic programming
- 12) Emergent strategies
- 13) Evaluation of strategy
- 14) Review of the strategic plan
- 15) Strategic thinking

## IX. OBJECTIVES FOR STRATEGIC PLAN

### A. *The Predominant Objectives of the Plan Are To*

- 1) Set direction and roadmap for the successful evolution of the Institute and Surveys over the next five years
- 2) Address strategic issues critical to meeting the mission and pursuing the vision and quality policies of the Institute
- 3) Establish required priorities and ensure effective use of resources to meet the statutory requirements and service expected by the society, state and nation. Wastage of all resources can be minimized by applying principle of lean manufacturing.
- 4) Align Institute, management and staff around common goals and vision with effective do-ordination
- 5) Further the understanding of the Institute as a strategic asset to the institute and the state

### B. *Benefits of Strategic Plan*

Effective strategic planning can accrue many benefits to the organization:

- 1) Generates a framework for determining the direction in educational Institute
- 2) Delivers a framework for achieving aggressive and fruitful gains.
- 3) Permits all to participate and work together towards accomplishing goals of Educational Institute like quality circle.
- 4) Increases the vision of all key participants of team members.
- 5) Inspiring them to reflect creatively with innovative ideas on the strategic direction
- 6) Permits the dialogue between the participants for improving their understanding and vision
- 7) Purposes to align with its environment,
- 8) Sanctions setting priorities of work in institute for improvement of overall quality
- 9) Evaluation and control for better quality
- 10) Attaining Desired Results as planned by maintaining quality standards.

### C. *Disadvantages of Planning*

#### 1) *Internal Limitations*

- a) Rigidity
- b) Misdirected Planning
- c) Time consuming and lengthy process
- d) Probability in planning
- e) False sense of security
- f) Expensive

#### 2) *External Limitations of Planning*

- a) Political Environment- Change of government policy and major reform decision etc.
- b) Technological development, modifications and up gradation due to obsolescence of old technology- Up-to-date techniques and equipments, computerization.
- c) Management Long Term and short term Policies
- d) Changes in demand form students and society industries and business organisation

## X. CONCLUSION

Strategic Plan sets out for definite targets in every domain of activity of the Institute and educational programmes, research, collaboration with industry with Memorandum of Understanding(MOU), human resource development, entrepreneurship development, development of infrastructure and facilities, student life, placement for proper job, community outreach, international and alumni relations. These targets have been set after extensive consultation with experts to ensure that they are both motivated and achievable for quality improvement of an organization.

The targets will likely be exceeded if the contributions of stakeholders—faculty, staff, students, alumni, international partners and collaborators from industry—are aligned and reinforce each other for overall quality improvement.. The vision outlined in the Plan will then be realized, and they can be justifiably proud that the trust reposed in it by the society will stand redeemed.

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