

iSchool Strategic Plan

Vision In Action: 2007-2012

Action Strategies Timeline

Last update: February 3, 2010

Legend

★ = completed

active start = 2007-08

active start = 2008-09

Now

active start = 2009-10

active start = 2010-11+

ACTIVE ZONE →

extended end date
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Q1 = Jul-Sep Q2 = Oct-Dec Q3 = Jan-Mar Q4 = Apr-Jun

2007-08				2008-09				2009-10				2010-11				2011-12			
Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
										Q3									

Engage: Shape Understanding for the Information Field

1. Develop clear statements about who we are and what we do

- a. Academic programs
- b. Core concepts of the information field
- c. Faculty expertise
- d. The information school movement
- e. Our value proposition

2. Identify and target strategic audiences

3. Measure the impact of iSchool work

4. Develop a marketing strategy for communicating with strategic audiences

5. Develop and implement methods for collecting and showcasing iSchool work

- a. Student work
- b. Faculty research and creative work
- c. Operational best practices

