

Developing the business plan is an opportunity for reflection, discussion, and formulation of realistic plans for development and growth. The plan should narrate and place into context, rather than repeat verbatim, the information provided on the University Research Institute or Center Profile. The plan and the approval process are intended to ensure that members of the center are thoughtfully pursuing a course of action that has a reasonable chance for success, that success is defined in clear terms, and that key stakeholders understand how to contribute to the success of the institute or center.

The guide is intended to accommodate





The strategy component may take the form of a small set of broad goals with associated concrete actions that have resource implications. The business plan should provide a brief synopsis of well-reasoned, compelling, actionable strategies that, if enacted, will enhance KPI performance. The plan should make clear which strategies can be implemented with existing resources and structures, and which strategies are conditional on reorganizing, restructuring, or acquiring resources.

The strategy section should provide a clear resource plan that both describes current support, and anticipates and justifies future resource requests. Department and college support for ongoing operation and implementation of business plan strategies should be presented explicitly.