University of Oklahoma  
School of Library and Information Studies  
Planning Meeting  
November 18, 2009

Step 1: Customers

1. Who hires SLIS graduates and why?  
2. Who does not hire SLIS graduates and why?  
3. What do they want that is different from SLIS currently offers?  
4. What is the level of demand for services SLIS does not currently offer?  
5. What is the real problem that is to be resolved by strategic planning?

Step 2: Niche

1. Based on customer demand (current or potential customers) what niche could OU SLIS serve that creates distinction?

Step 3: Idea Generation (Divergent Thinking)

*Based on the customer demand and niche opportunity, how many ideas can we generate that potentially could serve as strategies?

1. Braindump/Hopes and Dreams  
   - Classic brainstorming of ideas that are relatively evident as well as lists of each person’s most cherished hopes and dreams for SLIS.
2. Pass Cards  
   - A silent method to build upon each others’ written ideas
3. PICL/Wildest Idea  
   - No holds barred dreamfest. By using the introduction of words and phrases unrelated to SLIS
Issues the participants are encouraged to create impossible, improbable, silly, wild, and weird ideas.

Step 4: Examine Driving Forces (Reality Check)

1. Identify external forces over which SLIS holds no control. Identify trends in the industry, change issues, etc. that must be understood in order to evaluate ideas. Both positive and negative external forces are to be listed.
2. Identify internal assets and liabilities that impact the ability of SLIS to create the desired changes.

Step 5: Idea Evaluation (Convergent Thinking)

1. Each participant selects 6 favorite ideas from the idea generation program, only 3 of which can be from the braindump session.
2. Group works to find most commonly chosen strategies and interesting outliers for further development.