



From Strategy to Change: Implementing the Plan in Higher Education

Daniel James Rowley, Herbert Sherman

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In From Strategy to Change-the last in a series-Daniel James Rowley comes full circle in defining his unique vision of the strategic planning process. Written with Herbert Sherman, From Strategy to Change shows how to take the next step after a strategic plan has been formulated. The authors clearly show how to implement a strategic plan that will meet the myriad challenges of today's complex higher education environment and spell success for the academy."It is amazing that while sports teams of colleges and universities meticulously plan their contests against their opponents, their institutions' administrators don't spend nearly enough time or effort in creating and implementing a strategy. Institutions of higher education seem to be missing the requisite tools to develop and activate their 'play book.' With this new age of globally available real-time information, it becomes increasingly more essential to have a map to help go over and around obstacles, avoid the ever-present pitfalls, and effectively aid in selecting the best route. Rowley and Sherman provide such tools in this exciting and comprehensive new book. I wish that when I was a department chair, president of a faculty senate, and dean that this superb work was available. My function in planning would have been so much easier and more rewarding."--Barry R. Armandi, Distinguished Teaching Professor, SUNY - Old Westbury



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