



THE UNIVERSITY OF
SOUTHERN
MISSISSIPPI.

CENTER FOR **LOGISTICS, TRADE** AND **TRANSPORTATION**

DRAFT

5 Year Strategic Plan
FRAMEWORK

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DOCUMENT PURPOSE

This document is a **WORK IN PROGRESS** and it is intended to **HELP** during the discussions to develop a 5 Year Strategic Plan for the Center for Logistics, Trade and Transportation (CLTT) to reach its full potential to support the economic development of Mississippi and the Gulf region.

APPROACH

There are a variety of books available that provide procedures to develop a Strategic Plan for an organization. Therefore, to establish a common framework to discuss the 5 Year Strategic Plan for the Center for Logistics, Trade and Transportation (CLTT), the procedures described in the book titled “The Nonprofit Strategy Revolution: Real-Time Strategic Planning in a Rapid Response World” by David La Piana will be used. Piana organizes the Strategic Planning Process in four overarching questions (as show in Figure1): 1- Who are we?, 2- Where are we?/How did we get here?, 3- Where do we go next? And 4- How do we get there?

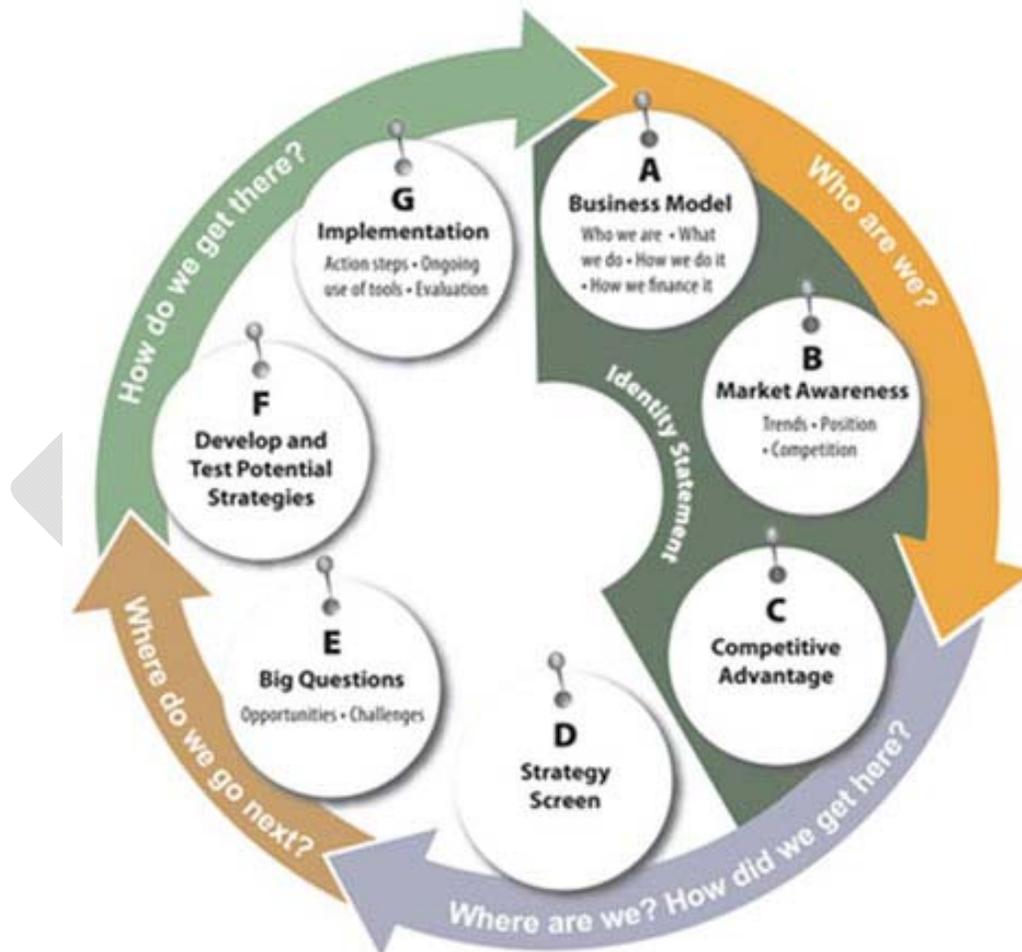


Figure 1. The Real-Time Strategic Planning Process

WHO ARE WE? WHERE ARE WE? HOW DID WE GET HERE?

Logistics, Trade and Transportation is an important sector of U.S and world economy. It is estimated that in 2011, in the U.S alone, there were \$1.28 trillion spend in logistics representing 8.5% of the U.S GDP. Furthermore, the job outlook for logistics professionals in the U.S is very positive with a project growth rate faster than average at 26% between 2010-20. Therefore, in an effort to strengthen and expand Mississippi's Economy, Mississippi's public and private sector officials have a strong interest in capitalizing on the LTT related opportunities.

The Center for Logistics, Trade and Transportation (CLTT) was established by the University of Southern Mississippi (USM) and was approved by the Institute of Higher Learning in 2009 as the response to the critical importance of the LTT sector to Mississippi and the Gulf Region. The importance of CLTT is evidenced by the request and support of the public and private sectors in conjunction with the expansion of the Gulfport and the Panama Canal. In only three years, the CLTT has already established an excellent track record of industry collaboration, rapidly growing interdisciplinary master program, and funded research activities including the prestigious Tier-1, University Transportation Center (UTC) designation by the US Department of Transportation.

A timely fully developed CLTT will have a significant impact at USM, Mississippi and the Gulf region by: 1- Providing premiere practical interdisciplinary LTT education in the Gulf region to provide competitive advantages to the private and public sector; 2- Creating and disseminating interdisciplinary cutting-edge knowledge and technologies on LTT to address the gulf region and national needs; and 3- Fostering stakeholders networking to improve Mississippi's integrated freight within the Americas to promote economic development.

Mission - University of Southern Mississippi

Our primary mission is to cultivate intellectual development and creativity through the generation, dissemination, application and preservation of knowledge.

Mission – Center for Logistics, Trade and Transportation (CLTT)

Respond to the Gulf-region government and industry stakeholders' need for the creation and dissemination of practical, cutting-edge, interdisciplinary knowledge and technologies to advance logistics, trade and transportation; foster economic development; and promote an integrated freight system within the Americas

WHERE DO WE GO NEXT?

Goal # 1

Achieve a premiere status as provider of Logistics, Trade and Transportation **practical interdisciplinary** education in the Gulf region to provide **competitive advantages to the private and public** sector.

- Obj. I.1. **Rank on top 5** Google results when any combination of the words “Logistics, Trade and Transportation” and the word “Mississippi” are searched to increase recognition and number of applicants to the MSLTT.
- Obj. I.2. **Rank on top 20** Google results when the words “Master”, “Online” and “Logistics” are searched to increase recognition and number of applicants to the MSLTT.
- Obj. I.3. **Receive 500** applications to the MSLTT program to have the proper qualified pool of candidates for the academic program and the research activities
- Obj. I.4. **Graduate 100 students** with a MSLTT degree to support the needs of the Gulf Region
- Obj. I.5. **Deliver 60 (3 hour) on-line courses** to allow working professionals to obtain the MSLTT without undue delays.
- Obj. I.6. **Include practitioners in teaching 15** courses to support the inclusion of practical relevant interdisciplinary knowledge in the courses
- Obj. I.7. **Hold 5 meetings with Education Committee** of the CLTT Industry Advisory Council to request their input on MS LTT Learning Outcome to increase its impact on providing competitive advantages to the private and public sector
- Obj. I.8. **Receive survey responses from 70 graduating students** from the MSLTT to identify strengths and areas of improvements to achieve a premier status
- Obj. I.9. **Prepare 5 annual reports** evaluating the learning outcomes of the MSTT to continuously improve the quality of the education
- Obj. I.10. **Compete in 10 national/regional student competition** to increase recognition of the program and to identify areas of improvement
- Obj. I.11. **Publish 15 students research papers** in peer reviewed to increase recognition of the program
- Obj. I.12. **Establish 3 collaborations** with other academic units within USM to create synergy among the programs and increase course options to the students
- Obj. I.13. **Expand to 6** the number of online electives available in the MS LTT to allow more choices to meet the needs of the gulf region
- Obj. I.14. **Visit 10 times with universities in the Gulf Region** with LTT related undergraduates programs to promote the MSLTT and encourage application to our program
- Obj. I.15. **Disseminate to 300 people in universities nationwide and worldwide** information regarding the MSLTT to promote it and encourage application to our program
- Obj. I.16. **Disseminate to 2000 public/private sector professionals** information regarding the MSLTT to promote it and encourage application to our program

Goal #2

Create and disseminate interdisciplinary cutting-edge knowledge and technologies on Logistics, Trade, and Transportation to address the gulf region and national needs.

- Obj. II.1. **Prepare a comprehensive integrated list of potential funding opportunities** in LTT including agencies, funding amount, submission date to coordinate CLTT faculty efforts
- Obj. II.2. **Prepare a list of resources necessary** to conduct quality research in LTT to streamline scholarship production
- Obj. II.3. **Visit 15 times with funding agencies** to better understand needs/opportunities and to share interest and capabilities on their activities
- Obj. II.4. **Send Faculty to 15 research related events)** to increase research capability and funding opportunities
- Obj. II.5. **Submit 35 research proposal** to external funding agencies to secure funding and recognition of the CLTT
- Obj. II.6. **Submit 5 research proposal** in collaboration with other institutions secure funding opportunities, research capabilities and recognition
- Obj. II.7. **Secure \$1,620,000 (~\$510,000 F&A) in external** funding to address needs of the gulf region and the nation and to increase scholarly recognition
- Obj. II.8. **Work on 2 research project** with other institutions to increase research capabilities and recognition.
- Obj. II.9. **Provide 50 graduate assistantships to** academically talented and/or minority groups to increase diversity and research capability
- Obj. II.10. **Publish 30 peer reviewed** academic publications in journals and conference proceedings to disseminate knowledge and increase scholarly recognition
- Obj. II.11. **Present research findings at 30 academic events** to disseminate knowledge and increase scholarly recognition
- Obj. II.12. **Make 25** publications of research findings available through the CLTT web page (and CLTT e-Newsletter) to increase scholarly recognition
- Obj. II.13. **Make 10 research reports** available through the CLTT web page (and CLTT e-Newsletter) to increase scholarly recognition
- Obj. II.14. **Serve and attend as officer on 10 professional** organization committees (i.e.: see appendix G) to increase recognition.
- Obj. II.15. **Establish 3 written partnerships** (e.g., MOUs) with other institutions to increase research capability and recognition.

Goal #3

Foster the creation of stakeholder's knowledge sharing **network** to improve Mississippi's integrated freight within the Americas to promote **economic development**

- Obj. III.1. **Hold 5-10 meetings** of the CLTT Industry Advisory Council to promote knowledge sharing networking
- Obj. III.2. **Coordinate 20 teleconferences of CLTT IAC – Standing Committees Teleconference** to support stakeholders' active participation and sharing of ideas on the CLTT leadership and activities
- Obj. III.3. **Prepare a list and promote 25 events/meetings** in LTT organized by other institutions to provide networking avenues for our stakeholders
- Obj. III.4. **Attend 60 professional events/meeting** in LTT in the gulf region to network with stakeholders and promote CLTT activities
- Obj. III.5. **Attend 60 professional events/meetings** in LTT nationally/internationally to network with stakeholders and promote CLTT activities
- Obj. III.6. **Visit 60 times with public and/or private organizations** in the Gulf Region to exchange ideas with stakeholders and encourage employees participation in the CLTT activities
- Obj. III.7. **Meet 15 times with Mississippi Legislators** to share Mississippi activities and needs.
- Obj. III.8. **Send 60 monthly CLTT e-Newsletter** to stakeholders to share LTT events and networking opportunities
- Obj. III.9. **Identify 5 key LTT initiatives/issues** in the Gulf Region to direct CLTT efforts/activities into key initiatives
- Obj. III.10. **Create and share 60 reports** of interest to the Gulf Region stakeholders using **3 data tools** to share knowledge.
- Obj. III.11. **Create and post 35 job/internship opportunities** in LTT to facilitate employment of our graduates in the Gulf Region
- Obj. III.12. **Prepare 5 CLTT annual reports** of accomplishments to increase awareness of CLTT activities

HOW DO WE GET THERE?