What is DFA’s strategy?

A strategy is an action plan describing how a goal will be achieved. Our division’s strategy is organized by Kaplan and Norton’s (1992) Balanced Scorecard, a strategic planning and management system that looks at organizational performance from four perspectives.

Our strategy begins with an investment in the learning and growth of DFA employees (e.g., develop an engaged workforce that is well-trained and motivated), which leads to the ability and desire to improve internal processes (e.g., use technology, enhance communication), which demonstrates a responsible use of financial resources (e.g., reasonable recharge rates, revenues that equal expenditures), and ultimately results in satisfied customers, our campus partners.

How do we know if we are on track?

Each quarter, department heads meet with CFO and Vice Chancellor Ron Cortez to discuss their department’s budget, current initiatives, and performance measures related to the four perspectives of the Balanced Scorecard. This meeting cadence establishes regular check-ins to celebrate successes and correct course, if necessary.