



# UPDATE

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## Executive Board

### President

Jeanne Wicks  
jwicks2@unl.edu

### President Elect

Valerie Lefler  
vlefler2@unl.edu

### Secretary

Ashley Washburn  
awashburn2@unl.edu

### Treasurer

Cheryl Hassler  
chassler2@unl.edu

### Membership

Doni Boyd  
dboyd1@unl.edu

### Program

Helen Fankhauser  
hfankhauser1@unl.edu  
Suzan Manthey  
smanthey1@unl.edu

### Communications

Ranelle Maltas  
rmaltas2@unl.edu

### Professional Development

Yoko Smith  
ysmith1@unl.edu

### Historian

Mary LaGrange  
mlagrange1@unl.edu

### Member-at-Large

Anne Mulligan  
amulligan@nebraska.edu

### Social Conciousness

Dodie Eveleth  
develeth2@unl.edu



<http://uaad.unl.edu>

## Nominate a Super Star

Do you know an awesomely fantastic super staff member? Have you been trying to find a way to acknowledge them for all they do?

UAAD is accepting nominations for the 2008 *Carl A. Donaldson Award* for Excellence in Management and the *Floyd S. Oldt Award* for Exceptional Service to the University. These awards are presented annually to managerial/professional staff at the UAAD Annual Founder's Day meeting which will be on February 26 at the City Union. The award recipients each receive a plaque, a \$1,000 stipend and a one-year membership to UAAD. Nomination forms and criteria are available on the UAAD web site at <http://uaad.unl.edu>. Nominations are due **February 1, 2008**. 📧



## Founders Day Celebration with Harvey Perlman

Tuesday, February 26  
11:45 am – 1:00 pm  
City Union

## President's Message

Dear UAAD Members,

Winter is here. The holidays are over. It is time that we traditionally come up with our new year's resolutions. Many of us have them - many of us don't follow through with them. I'm okay with that. A resolution is a goal. It is not always so important that we reach all of our goals. The important part is that we resolve to do better at something. It is important that we take the time to examine our lives and set realistic goals to encourage growth - whether it be personal or professional. Let's do something now so that next year we can be proud of the progress we made. Our university is focussing on wellness.

See *President* on page 2

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# UAAD Cares, January

## Child Advocacy Center

January means a time for new beginnings, a time to start fresh and new. It is also a wonderful time to help UAAD continue with its spirit of social consciousness. At the January meeting, please join UAAD in supporting the Child Advocacy Center. The mission of the Child Advocacy Center is to provide the community with a coordinated, multi-disciplinary approach to the problem of child abuse. The Child Advocacy Center establishes a safe, child friendly environment for interviews and medical examinations of the child victim and offers continued support to the child and non-offending family members. The Child Advocacy Center also promotes specialized training for professionals, public education and prevention efforts in the community. UAAD will be collecting donations of children's stickers and/or activity books. Like word searches, crossword puzzles, mazes – these are put in to activity bags that are used when kids have to sit and wait for court - it helps them to pass the time. Please bring your donations of children's stickers and activity books to the January 16th meeting. Thank you for all of your support. 📧

President from page 1

Wellness encompasses so many things - it is eating healthy foods, exercising, developing a positive attitude and so much more. I would encourage you to look for ways to improve your wellness. Who was it that said, "If I knew I was going to live this long, I would have taken better care of my teeth."? There are baby steps and giant leaps that you can take to improve your health and well-being. If you google 'healthy eating,' you can find many resources to help you on your journey. In my office, several team members have begun to walk on their breaks. In 15 minutes, they can walk and talk - forming new bonds and invigorating them for the rest of their work shift. The walking provides dividends in their health and in their work. (Two goals at once!) A key to incorporating these intertwined goals is a positive attitude. Earl Nightingale sums it up: "We tend to live up to our expectations." So I am challenging you to expect more from yourself. Expect to treat yourself more kindly. Expect to push yourself - a little some days, a lot other days. Expect to feel better because you are giving your body better fuel and conditioning the parts. Expect yourself to say next January, "I made progress."

And please get your nominations in for our Founder's Day celebration. See you there!

Jeanne Wicks  
UAAD President 📧

## Vision, Strategy, and Tactics

**From F. John Reh, Your Guide to Management, About.com**

**Vision:** What you want the organization to be; your dream.

**Strategy:** What you are going to do to achieve your vision.

**Tactics:** How you will achieve your strategy and when.

Your vision is your dream of what you want the organization to be. Your strategy is the large-scale plan you will follow to make the dream happen. Your tactics are the specific actions you will take to follow the plan. Start with the vision and work down to the tactics as you plan for your organization.

### Concepts Are The Same

Whether you are planning for the entire company or just for your department the concepts are the same. Only the scale is different. You start with the vision statement (sometimes called a mission statement). When you know what the vision is you can develop a strategy to get you to the vision. When you have decided on a strategy, you can develop tactics to meet the strategy.

### Vision

A vision is an over-riding idea of what the organization should be. Often it reflects the dream of the founder or leader. Your company's vision could be, for example, to be "the largest retailer of automobiles in the US", "the maker of the finest chocolate candies in London", or "the management consultant of choice for non-profit organizations in the Southwest." A vision must be sufficiently clear and concise that everyone in the organization understands it and can buy into it with passion.

See *Vision* on page 4

# Member Spotlight

## Jennifer Gilmore



Jennifer Gilmore  
Financial Accountant  
UNL Accounting

I received my Bachelors in Accounting from UNO in 2002 and began working as an external auditor with Deloitte in January 2003. I worked in public accounting for 2 years where I performed external audits for a variety of clients, including the University of Nebraska. In 2005, I received my CPA license and began working for UNL as a Financial Accountant in the Accounting Department. Some of my responsibilities include adding cost to fixed assets, recording accounts receivable/write-offs/recoveries, setting up new cost centers, processing of batch files for internal charges and cash receipts, external reporting of Unrelated Business Income Tax (UBIT), preparing financial statements for the Plant Funds and various functions related to Workstudy.

### **Tell us about your family.**

I have been married to my husband, Jeff, for 4 ½ years. My husband also works in the accounting profession as a Tax Manager so I bet you can imagine the exciting conversations we have at home. I come from a very large family so there's never a dull moment at our gatherings. I have 2 sisters and 3 brothers so growing up we referred to our family as The Brady Bunch.....unfortunately there was no Alice! I have 9 nieces and nephews which I LOVE to borrow, spoil and then give them back to their parents.

### **What are you most proud of?**

I'm proud to say that I graduated from college and passed the CPA exam as a non-traditional student

working full-time. I didn't have much of a life during this period but the end result is very rewarding. In addition, neither of my parents and none of my siblings went to college so this was a really big deal for me.

### **What is your favorite thing to do on a day off?**

During the warm summer months I enjoy spending time hanging out at Lake Pawnee or Branched Oaks, soaking up the rays and riding my jet ski's. I also enjoy spending time with family and friends, scrapbooking, shopping or baking.

### **What is the talent you would most like to have?**

I wish I could dance well. I think dancing is a great way to connect with your partner, not to mention the endless health benefits.

### **Favorite movie**

Top Gun

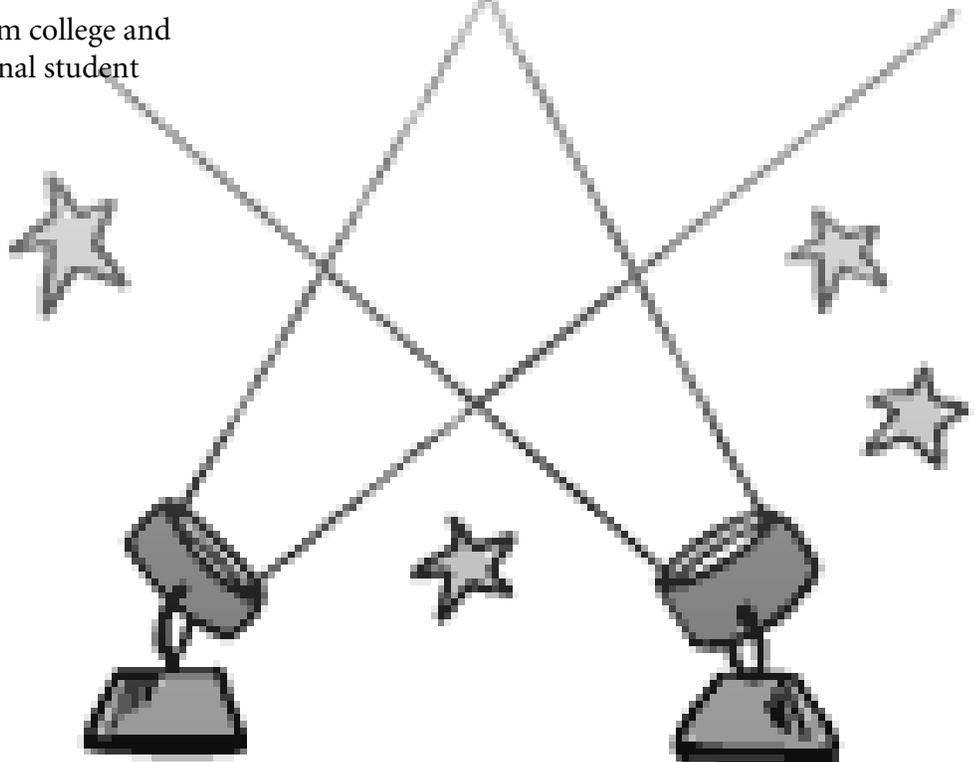
### **Favorite TV Show**

I still like Survivor.

### **Favorite Lincoln Restaurant**

Lazlo's and Manhattan Deli in the Haymarket. Manhattan Deli has the best Reuben in town and their signature tomato dill soup is fabulous. 🍷

**Each month, a different member will be randomly chosen to be in the spotlight. You could be next!**



## Strategy

Your strategy is one or more plans that you will use to achieve your vision. To be “the largest retailer of automobiles in the US” you might have to decide whether it is better strategy for you to buy other retailers, try to grow a single retailer, or a combination of both. A strategy looks inward at the organization, but it also looks outward at the competition and at the environment and business climate.

To be “the management consultant of choice for non-profit organizations in the Southwest” your strategy would need to evaluate what other companies offer management consulting services in the Southwest, which of those target non-profits, and which companies could in the future begin to offer competing services. Your strategy also must determine how you will become “the consultant of choice”. What will you do so that your targeted customers choose you over everyone else? Are you going to offer the lowest fees? Will you offer a guarantee? Will you hire the very best people and build a reputation for delivering the most innovative solutions?

If you decide to compete on lowest billing rates, what will you do if a competing consulting firm drops their rates below yours? If you decide to hire the best people, how will you attract them? Will you pay the highest salaries in a four-state area, give each employee an ownership position in the company, or pay annual retention bonuses? Your strategy must consider all these issues and find a solution that works AND that is true to your vision.



All UAAD members are invited to attend  
**UNOPA Spring Workshop**  
February 28 from 1:00-4:00  
at East Union.

Presenter is Dr. Colleen Jones, Assistant to the Chancellor for Organizational Development.

*Session Topics (Title to Come): Let's Talk Business: Finding One's Voice During Life's Transitions.*

## Develop Flexible Tactics

### Tactics

Your tactics are the specific actions, sequences of actions, and schedules you will use to fulfill your strategy. If you have more than one strategy you will have different tactics for each. A strategy to be the most well-known management consultant, as part of your vision to be “the management consultant of choice for non-profit organizations in the Southwest” might involve tactics like advertising in the Southwest Non-Profits Quarterly Newsletter for three successive issues, advertising in the three largest-circulation newspapers in the Southwest for the next six months, and buying TV time monthly on every major-market TV station in the southwest to promote your services. Or it might involve sending a letter of introduction and a brochure to the Executive Director of every non-profit organization in the Southwest with an annual budget of over \$500,000.

### Firm or Flexible?

Things change. You need to change with them, or ahead of them. However, with respect to vision, strategy and tactics, you need some flexibility and some firmness. Hold to your dream, your vision. Don't let that be buffeted by the winds of change. Your vision should be the anchor that holds all the rest together. Strategy is a long-term plan, so it may need to change in response to internal or external changes, but strategy changes should only happen with considerable thought. Changes to strategy also should not happen until you have a new one to replace the old one. Tactics are the most flexible. If some tactic isn't working, adjust it and try again.

### Manage This Issue

Whether for one department or the entire company, for a multi-national corporation or a one-person company, vision, strategy, and tactics are essential. Develop the vision first and hold to it. Develop a strategy to achieve your vision and change it as you have to to meet internal or external changes. Develop flexible tactics that can move you toward fulfilling your strategy. 📄