

## **WEEK 4 RESEARCH NOTEBOOK UPDATE:**

The significance of strategic planning in higher education institutions is that it enables them to establish long-term objectives and develop a strategy to attain them. The language employed in strategic planning is particularly crucial since it provides vital information on an institution's beliefs, objectives, and vision. To establish the efficacy of strategic plans, it would be interesting to examine whether there is a link between the text-based similarity rankings of university plans and external rankings, such as university rankings. In addition, analyzing the language characteristics that drive similarities and variances in university plans might aid in the identification of common themes and goals. Such a study might be valuable for colleges as they establish and update their strategic plans since it would reveal which forms of language and messaging best represent their values and goals.

In addition, the study might assist universities in comprehending how their strategic goals are seen and understood by stakeholders, such as professors, students, and donors. If a university's strategic plan fails to successfully convey its beliefs and priorities, it may not acquire the required resources to accomplish its objectives. In addition, the study might assist colleges in comparing their strategic plans to those of other institutions and identifying areas for improvement. By evaluating the strategic plans of several colleges, researchers might find best practices and recurring themes that could inspire the creation of new plans or the modification of current ones. Ultimately, this study might aid higher education institutions in achieving their long-term objectives and having a more beneficial influence on their local communities and the globe.