

# The Role Of Strategic Planning In Higher Education Case Studies Of Three Institutions

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## **Abstract**

*This research will use qualitative measures to determine differences in strategy between a successful Ivy League research institution like the University of Pennsylvania and two historically black colleges and universities (HBCU's). One of the HBCU's selected will be based on U.S. News & World Report as one of America's best black colleges. The other will be Delaware State University. The source of the data will be archival and would include interviews and surveys. The objective is to determine best practices in strategy and implementation that can be applied to institutions to gain competitive advantage. Another goal is to add to the body of research about higher education institutions.*