

# Strategic Planning and its Impact on the Quality of Education Services

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**Abstract:** *The purpose of this letter is to outline the impact of strategic planning on the quality of the educational services, and the importance of applying that concept in the educational institutions (especially in the university of al- Nahrain) given that it was the sample of study in this thesis, data obtained for this study were gathered from (54) staffers of al-Nahrain university (college deans, section heads and administrative experts of the quality assurance division). The researcher has also conducted individual interviews and out together survey forms that contain (92) sections broken down into two main fields: strategic planning and the quality of educational services. The researcher has concluded a sum of idealistic and theoretical ideas that focus on improving the quality of educational services by outing emphasis on the behavioral and the human sides to get the best of results.*

**Keywords:** strategic planning, impact of strategic planning, quality of educational services and the impact of the quality of educational services

## 1. Introduction

Managing educational institutions is considered one of the most critical human practices, it has a direct impact on the quality of societies politically, economically and socially. Investing in a good educational plan is quite important for the evolvement of future generations and societies. And to achieve that goal the process requires an extraordinary effort from the officials in the planning and execution phases for the educational plan.

The concept of strategic planning has evolved throughout the years, it is considered a vital part of the development of the educational process, it is an important tool that prepares us to deal with various future scenarios in the educational fields.

The fact that most of the educational organization has begun to exercise the overall planning and focus on challenges and globalization, they were able to come up with an analysis of the educational environment and come up with the concept of strategic planning, that focuses on the circumstances surrounding the organization internally and externally, and point out the strengths and weaknesses, as well as the challenges that it might face and how to improve the overall performance as a whole.

The relationship between higher education and strategic planning dates back to 1959, the first ever meeting that was held by higher education officials was to discuss the lack of stability in the educational environment. One of the most important studies that was published back then by George Claire in 1983 titled "strategic academy", it was believed to have a great effect on shifting focus onto strategic planning, and shortly after it became an indispensable mean to evaluate and assess the organizational performance and rate of advancement and productivity.

In the early 90s, names like E. Deming, Joseph Goran and Philip Crosby had a tangible influence in putting down the

foundation for the quality of the educational services. There's a correlation between the strategic planning and the quality of the services, as planning is vitally important to facilitate the success of the organization and expedite it. Strategic planning is defined as the long-term plan in which the methods to be used, timelines and deliverables are laid out and outlined, taking in consideration the potential setbacks and challenging that could hinder the achievement of the organizational goals and the execution of plans.

Strategic planning is essentially and historically used as a military terminology, it was used to lay out plans of execution and movement of troops and achieving victory with the minimal losses possible, So all in all it is the process that outlines the resources, the capabilities, the risks, the challenges and even different possible scenarios in an effort to be fundamentally be prepared and well equipped for success. And today, it is used in multiple fields, the common general term is strategic management.

The constant growth of different organizations and the need to keep up with the fast pace evolution of the world forced many if not all organization to rely and resort to strategic planning and in all aspects given.

Rick James has pointed out that strategic planning is not limited to one solid definition, it is more of a concept that is perceived by many people as the cornerstone that sets the organization for absolute success.

## 2. Review of References

2.1 The relation between the strategic planning and the quality of the educational services has not been attended to and focused on in ages among our educational establishments, the researcher has pointed out that the two aforementioned principles are unfortunately are designed and put together separately, whereas they were supposed to be devised together. The researcher has also come to a conclusion that Iraqi higher education facilities put their

strategic plans then later on plans to improve the quality of services and performance, hence the fragility and weakness observed in those educational institutions. So, the general goal in this research is to highlight the significance and the impact of strategic planning to yield outstanding results. The researcher has also brought to light the following questions:

- a) Does the strategic planning take in consideration all aspects of the quality of educational services?
- b) Is there an effective and tangible strategic planning in the university of al- Nahrain?
- c) What is the reality of the quality of the educational services of al-Nahrain university?
- d) What is the relation between strategic planning and quality of educational services in al-Nahrain university.

The research shed lights on two important variables (strategic planning and quality of educational services), the research was conducted in al-Nahrain university as one of the notable establishment that falls under the ministry of scientific research and higher education.

The research has exclusively targeted the upper management of the university, surveys and forms were gathered from 63 staffers who were section heads, staffers of the quality assurance division. Interviews were conducted individually with high transparency, integrity and professionalism.

### 3. Research Methodology

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### 3.1 Search Results Analysis

The researcher has resorted to multiple references to come up and conclude and support her research. Generally speaking, and through the gathering of answers from sample study elected for the research, the research has concluded an arithmetic averaging of (4.09) and standard deviation of (0.58) which makes it above the hypothetical mean (3) and at a level (VERY GOOD) which indicates a high level of focus on strategic planning and its relation to the quality of educational services within the university.



**Figure 9:** Arithmetic Averaging & Standard Deviation of Strategic Planning

Strategic Planning Data came as the following

**Strategic Planning Variables**

Order	C.V	Std. Deviation	Mean	Strategic Planning	X
Third	0.139	0.6	4.32	Strategic Vision	1
Fifth	0.154	0.64	4.14	Strategic Mission	2
First	0.133	0.56	4.18	Strategic Goals	3
Fourth	0.140	0.57	4.06	Strategic Analysis	4
Second	0.138	0.52	3.76	Strategic Choice	5

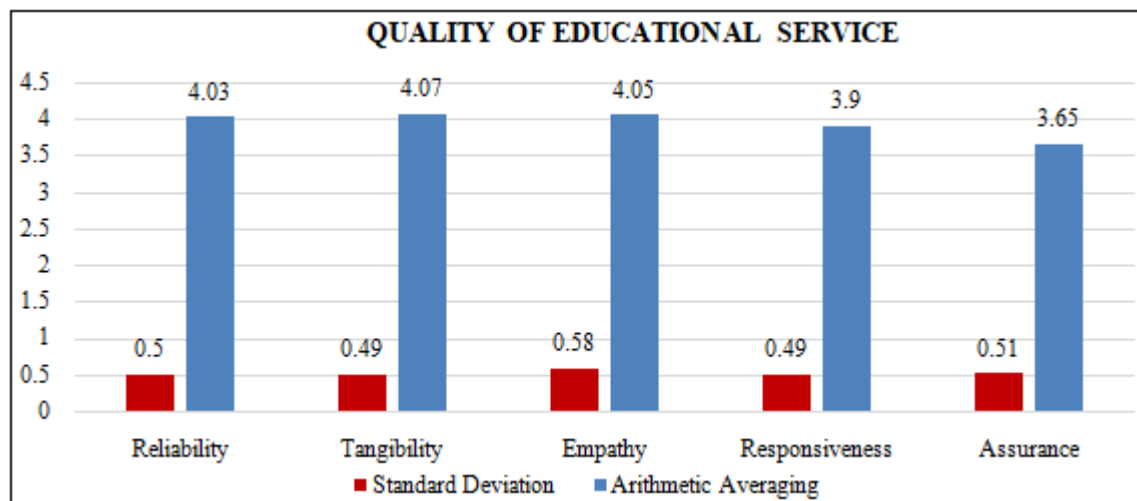
And as we observed here on those tables and measuring through arithmetic averaging and standard deviation, the data

gathered from those who participated in the research refer to a decent focus on the strategic goals of the university, as for the strategic message there appears to be a slight level of disagreement among the staff members of the establishment, at the same time it was not noted as a significant discrepancy that could cause major issues in the future.

As for the results of analyzing the educational service variables;

The arithmetic averaging is (3.94)

Standard deviation is (0.51) which was above the hypothetical mean of (3) and a level of (GOOD) which evidently indicates a good level of educational service in the University of al-Nahrain.



**Figure 10:** Arithmetic Averaging and Standard Deviation for the Quality of Educational Services

**Table 23:** Principles of educational services

Variables in order	C.V	Std. Deviation	Mean	Principles of educational service	X
4th	0.139	0.51	3.65	Assurance	1
3rd	0.125	0.49	3.9	SSENVISNOPSER	2
5th	0.143	0.58	4.05	YHTAPME	3
1st	0.120	0.49	4.07	Tangibility	4
2nd	0.124	0.5	4.03	Reliability	5

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### Author Profile

**Zahraa Ali** has a B.A degree in general management and business and graduated the fourth in her class in 2011 from Baghdad University. In 2015, she was accepted to the master's program, and this research is her master's dissertation.



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