



Research *Evaluation* *Strategy*

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Case Study

The American University of Rome Strategic Plan

The American University of Rome (AUR) is a private university located in Rome, Italy. The university contracted with Hezel Associates to facilitate the development of a strategic plan.

Hezel Associates reviewed and reassembled elements of previous strategic plans, sought focused input from administration and faculty, and developed the long-range plan under AUR goals. Hezel Associates also developed the medium-term plan with strategies, contingencies, and metrics. The Hezel team developed the near-term strategic plan for the next one to three years, as well as actions, team, schedule, and metrics.