

FACULTY MEETING STRATEGIC PLAN UPDATE

Antoinette France-Harris

James Pete

August 9, 2023

AGENDA

- Committee Structure
- Strategic Planning Approach
- Activities to Date
- Word Mark and Tagline
- Early Observations

EXECUTIVE COUNCIL

- Antoinette France-Harris, Coordinator and Associate Professor of Legal Studies (Co-Chair)
- James Pete, Vice President, Information and Technology Services/Chief Information Officer (Co-Chair)
- Dr. Ashlee Spearman, Associate Vice President, Enrollment Services and Student Success
- Dr. Dwayne Hooks, Dean, College of Health
- Dr. Joshua Meddaugh, Chair, Department of Social Sciences, Political Science Program Coordinator, and Professor of Political Science

STEERING COMMITTEE

- Akwai Agoons, Budget and Finance
- Allen Ward, Student Affairs
- Asia Hauter, Advancement/Marketing & Communications
- Becky Gmeiner, Registrar
- Bridgette McDonald, Career Services
- Chief John Keener, Public Safety
- Christine Smith, Student Affairs-Counseling and Psychological Services
- Comfort Obi, College of Health
- Darren Thomas, Facilities
- Deborah Decker Davis, College of Arts & Sciences
- Elliott Krop, College of Information and Mathematical Sciences
- Eric Bridges, Faculty Senate
- Helen McSwain, Board of Trustees
- J. Celeste Walley-Jean, School of Graduate Studies
- Jermaine Rolle, Athletics
- Jonathon Goodson, ITS
- Justin Mays, Center for Excellence in Teaching and Learning
- Katie Lehman, Spivey Hall
- Keith Miller, College of Business
- Mia Collier, Instructional Sites
- Miles Thompson, SGA President
- Norman Grizzell, Auxiliary Services
- Rodney Byrd, Human Resources
- Shelia Arkwright, Staff Council
- Sonya Gaither, Library

COMMITTEE CHARGE

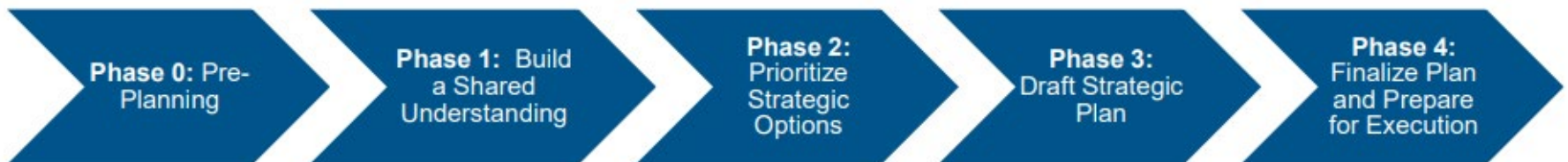
- Work with faculty, staff, students, alumni, community partners, and other stakeholders to define the vision, mission, and values for Clayton State, aligned with the strategic goals of the University System of Georgia, for the next three years
- Review, analyze, and embrace data gathered from town halls, focus groups, working groups, and others to formulate institutional priority goals and objectives
- Serve collegially and collaboratively to develop a plan that is transformative and innovative to address the university's unique needs
- Lay aside self-interests to serve the good of the university as a whole
- Prioritize the work of the committee to ensure the program schedule is successfully met
- Communicate proactively with colleagues and constituents about the work of the Steering Committee to ensure engagement and awareness

PRIOR PLAN

- Strategic Plan 2022
<https://www.clayton.edu/strategic-plan-2022/index>
- Strategic Priorities:
 1. Increase enrollment, retention, and graduation rates
 2. Increase external funding
 3. Build brand through community engagement and program development focused on career preparation and success
 4. Promote the brand through an integrated marketing communication program
 5. Advance innovation in experiential teaching styles, methods of delivery, and research
 6. Continue investing in infrastructure improvements

STRATEGIC PLAN 2027

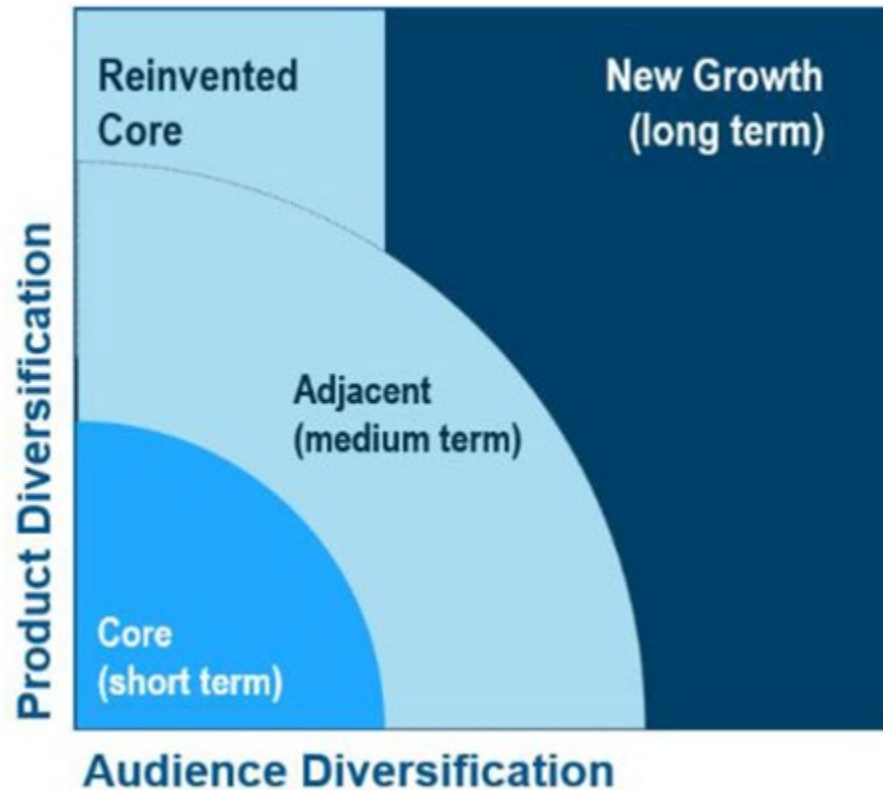
- Plan Length – Targeting 3-Years
- Draft plan due in December 2023 prior to the holiday break
- Finalize and publicly announce the plan in March 2024



TIMELINE

Month	2023							2024		
	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
Phase 0: Pre-Planning										
Finalize project plan and timeline										
Design stakeholder engagement approach										
Phase 1: Build a Shared Understanding										
Conduct environment scan and benchmarking										
Lead stakeholder engagement										
Summarize key findings										
Develop universe of options										
Phase 2: Prioritize Strategic Options										
Confirm prioritization framework										
Conduct prioritization exercise										
Phase 3: Draft Strategic Plan										
Draft strategic plan document										
Design and execute socialization process										
Phase 4: Finalize Plan and Prepare for Execution										
Finalize strategic plan										
Establish implementation process										

PLANNING APPROACH



ACTIVITY TO DATE

- May 2023
 - Selected Huron Consulting as partner of choice to assist with plan development
 - Formulated Steering Committee and held an initial kick-off meeting on May 25th
- June 2023
 - Pre-planning Phase 0 work undertaken and completed
 - Information Sharing
 - Huron conducted focus groups with Steering Committee
 - Engaged Huron to assist with the Strategic Enrollment Plan

ACTIVITY TO DATE

- July 2023
 - Huron commenced a market scan and benchmarking analysis effort
 - Delivered an afternoon long of strategic planning session at the President's Leadership Workshop
 - Finalized word mark and tagline w/Marketing & Communication; Website to follow

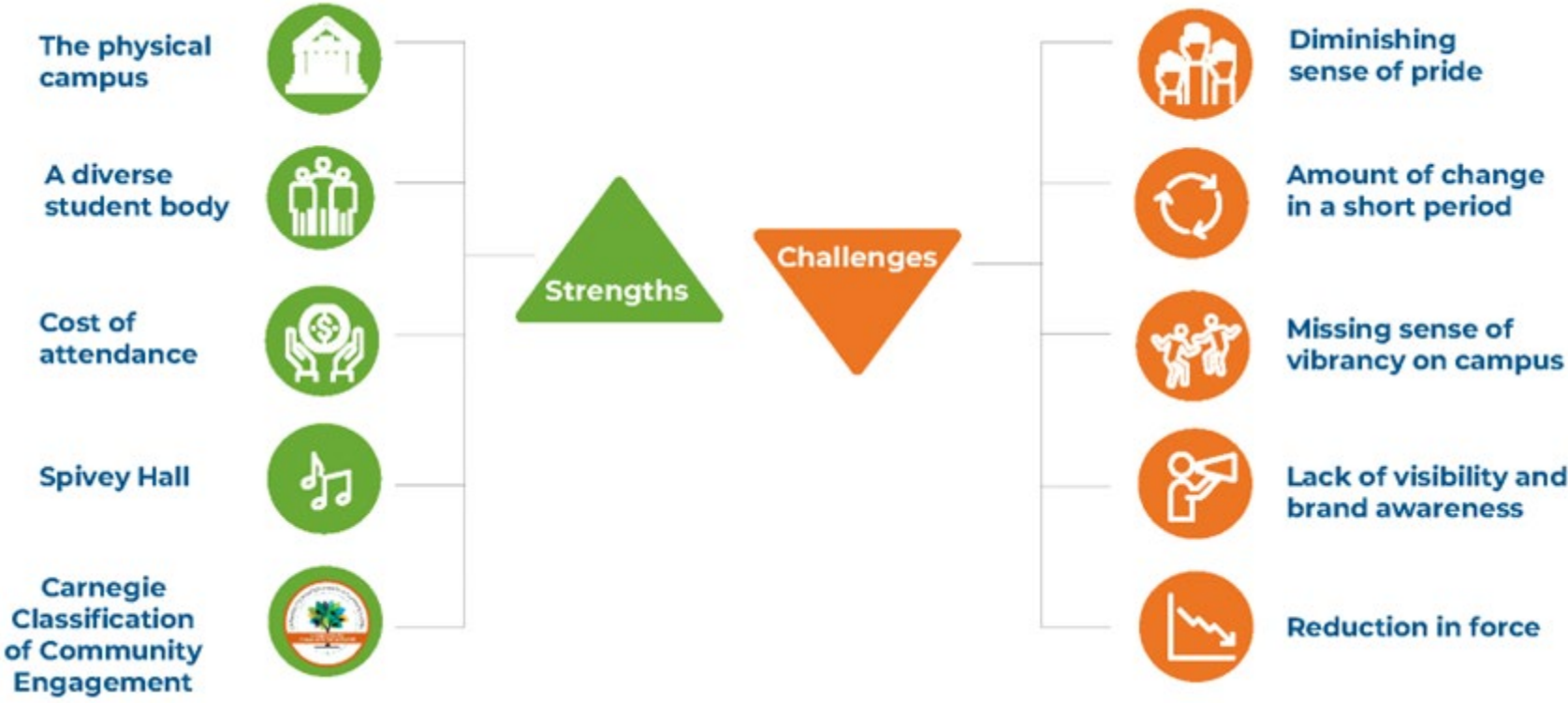


STRATEGIC PLAN

Transforming Today for Tomorrow

KEY THEMES

STEERING COMMITTEE



KEY THEMES

PRESIDENT'S WORKSHOP

- A need for flexible and creative academic programs that align with student interests, cost effectiveness, and workforce trends.
- A focus on intentional employer and community-based partnerships to support job skill training, CSU's community reputation, and the student success pipeline.
- An institutional legacy of being able to respond and adapt to change, which can be viewed as a strength for the strategic planning process and years ahead.

Slid.do #1: What words would you use to describe Clayton State today?



Sli.do #2: Five to ten years from now, when Clayton State has successfully achieved its strategic priorities, what words do you hope will be used to describe Clayton State?

