FACULTY MEETING STRATEGIC PLAN UPDATE

Antoinette France-Harris James Pete

August 9, 2023





- 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 <u>define the vision</u>, <u>mission</u>, <u>and values</u> 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 <u>formulate institutional priority goals and objectives</u>
- Serve collegially and collaboratively to <u>develop a plan that is transformative and</u> <u>innovative</u> to address the university's unique needs
- Lay aside self-interests to serve the good of the university as a whole
- <u>Prioritize the work of the committee</u> to ensure the program schedule is successfully met
- <u>Communicate proactively with colleagues and constituents</u> about the work of the Steering Committee to ensure engagement and awareness



PRIOR PLAN

Strategic Plan 2022
 <u>https://www.clayton.edu/strategic-plan-2022/index</u>

• 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

CLAYTON STATE

STRATEGIC PLAN 2027

• Plan Length – Targeting 3-Years

CLAYTON STATE

- Draft plan due in December 2023 prior to the holiday break
- Finalize and publicly announce the plan in March 2024

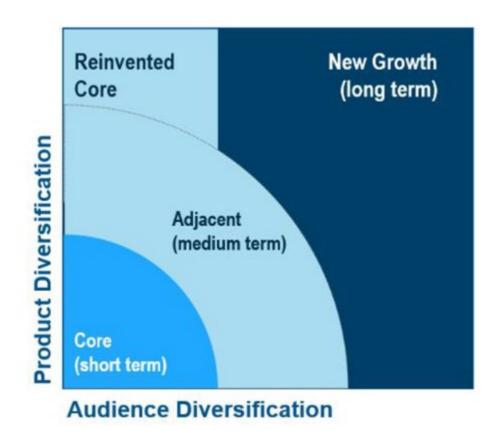


TIMELINE

		2023							2024		
	Month	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 Execut	ion										
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

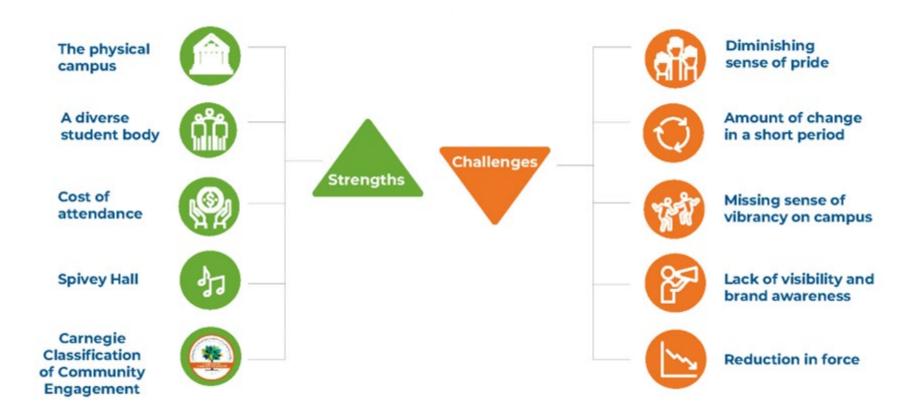
- July 2023
 - Huron commenced a market scan and benchmarking analysis effort
 - Delivered an afternoon long of strategic planning session at the President's Leadership Workshop
 - Finalized word mark and tagline w/Marketing & Communication;
 Website to follow







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 communitybased 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?

Changing Greatness Opportunity diamond-in-the-ruff rdened Teetering family burdened on the verge of ... Community Stretched Disjointed Directionless Transforming poised Challenged Uncertain Dedicated faculty Struggling Evolving woll hope Healing Need more marketing well-being Diversity Fear otential stretched-thin Potentiality Becoming legacy Diverse Transition In transition In transition Hidden Possibility growth opportunity Black Students transformation Undervalued Adapting Social mobility helpful Under estimated Transformative Welcoming people Financially weak Unknown Proximity to Atlanta hurting Growth opportunities



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?

Growing Forward thinking Progressive Creative Leader in South Metro Stable Nimble Generational Impacting Known in Atlanta Engaged Focused New thoughts Game changer place to be Strategic ving Equitable Pride Togetherness Provides hope for underserved Foundation Relevant driving Well known Not by accident United energetic Strong Social justice Transformation Model programs Academic destination exciting more diverse Social mobility Transformative Sustainable Vibrant Driven Open Abundance Jewel Growth oriented resilient Recognized Cornerstone Industry partner Healthy/Stable Appreciated Innovative Enrollment growth Resource rich Life-changing THE Southside University Making Equity Real Improved grad rates Attractive sound Clear priorities Life changing Passionate HigherEd Leader Culturally-responsive Well-resourced

