

**STRATEGIC PLANNING  
STEERING COMMITTEE  
KICK-OFF MEETING**

May 25, 2023

**WELCOME**

# AGENDA

- Welcome (5 minutes)
- Committee Charge (15 minutes)
- Ice Breaker (20 minutes)
- Strategic Planning (15 minutes)
- Group Exercise (30 minutes)
- Wrap-Up (5 minutes)

# COMMITTEE CHARGE

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- 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

# ICE BREAKER

# ICE BREAKER QUESTIONS

1. What is your name, job title, department, years of service or affiliation with Clayton State?
2. In which city/state/country did you grow-up?
3. Tell us something about yourself that most people do not know.
4. What is the most unusual job you have ever had?

## Directions

- Interview someone you may not know (7 minutes)  
Index cards and pens are available for you to take notes
- Be prepared to introduce your fellow committee member to the group

# STRATEGIC PLANNING



# WHAT IS A STRATEGIC PLAN?

- According to the Society for College and University Planning, it is an opportunity to *innovate, transform, and reflect on the institution's performance* and to ask questions such as:
  - Are we...
    - Achieving our vision?
    - Living by our mission and values?
    - Serving students in the ways in which they want and need?
  - What should we...
    - Keep Doing?
    - Stop Doing?
    - Start Doing?
    - Change?

# VISION, MISSION, AND VALUES

- Vision {Aspirational; Who we want to be}
  - To become a national model for university-based community engagement and for equipping students with the knowledge, skills, and motivations for learning and success.
- Mission {Operational Goal; Why we exist}
  - Through teaching, scholarship, and service, we provide an environment of experience-based learning, enriched by active community engagement that prepares an increasing number of students from all walks of life to succeed in a diverse society.

# VISION, MISSION, AND VALUES

- Values {Shared Beliefs; Purpose & Direction}
  - **Collegiality** - We treat each other with respect and work together in a spirit of inclusiveness, collaboration, and teamwork to serve others and reach common goals
  - **Excellence** - We give our best effort and seek continuous improvement in all our activities
  - **Innovation** - We are open to new ideas and creative methods for solving problems
  - **Integrity** - We promote ethical behavior, taking responsibility for our attitudes, actions and results
  - **Transparency** - We support open, honest and continuous communication

# 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

# PLANNING DETAILS

- 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

**Phase 0:** Pre-Planning

**Phase 1:** Build a Shared Understanding

**Phase 2:** Prioritize Strategic Options

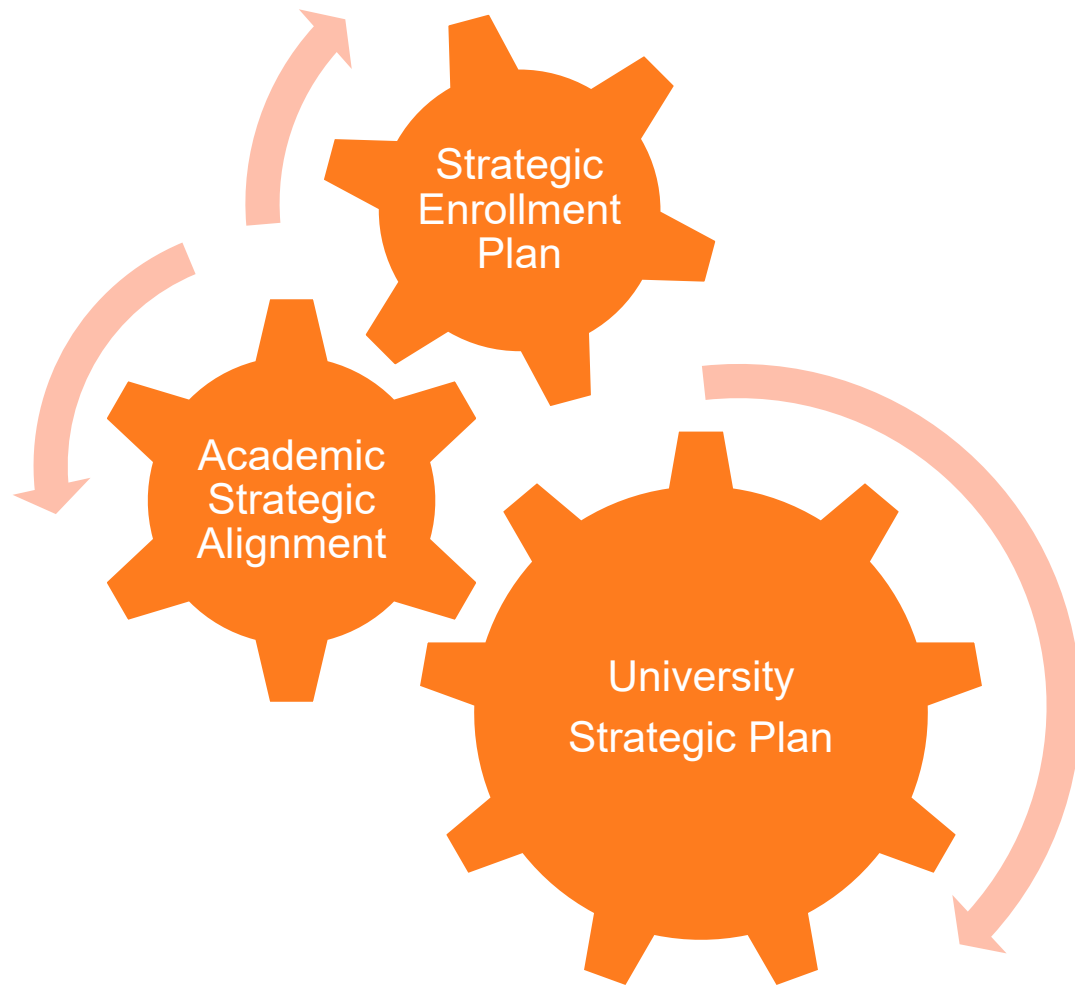
**Phase 3:** Draft Strategic Plan

**Phase 4:** Finalize Plan and Prepare for Execution

# PRELIMINARY TIMELINE

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

# NEXUS OF FORCES



# ACTIVITY TO DATE

- Reviewed our most recent strategic plan and identified potential themes for the next plan
- Researched peer institutions and their respective plans, and reviewed relevant articles, as well as various internal and external reports and data



# SACS PEER INSTITUTIONS

Institution Name	State
Alabama State University	AL
Auburn University at Montgomery	AL
Delta State University	MS
Fayetteville State University	NC
Florida Gulf Coast University	FL
Henderson State University	AR
Jacksonville State University	AL
Louisiana State University-Shreveport	LA
Morehead State University	KY
Murray State University	KY
Nicholls State University	LA
Norfolk State University	VA
North Carolina Central University	NC
The University of Tennessee-Chattanooga	TN
The University of Tennessee-Martin	TN
The University of Texas of the Permian Basin	TX
Virginia State University	VA
Winston-Salem State University	NC

# ACTIVITY TO DATE

- Formulated steering committee
- Interviewed consultants to lead the overall planning process
  - Recent data in the *Chronicle* suggests that outsourcing has become a common practice for institutions choosing to innovate and transform

# GROUP ACTIVITY

# GROUP ACTIVITY: QUESTIONS TO CONSIDER

1. What are the Clayton State strengths and assets?
2. What do you hope the strategic plan will ultimately accomplish?

## Directions

- As a group, develop separate lists which address each of the questions (15 minutes)
  - Go to your assigned Pod (Table 1 = Pod 1)
    - Flip chart paper can be safely affixed to the room walls
  - Identify group leaders who will report-out about your team's lists and the related discussion

# WRAP-UP

## NEXT STEPS

- Contracting and onboarding the consulting firm (In-process)
- Steering Committee Meetings
  - Monthly Standing Meetings
  - Minimally, a working group meeting per month w/the consulting team
- The majority of the Committee's work will occur between July and October

**THANK YOU FOR JOINING US!**