

# ASU 2025



STRATEGIC PLAN

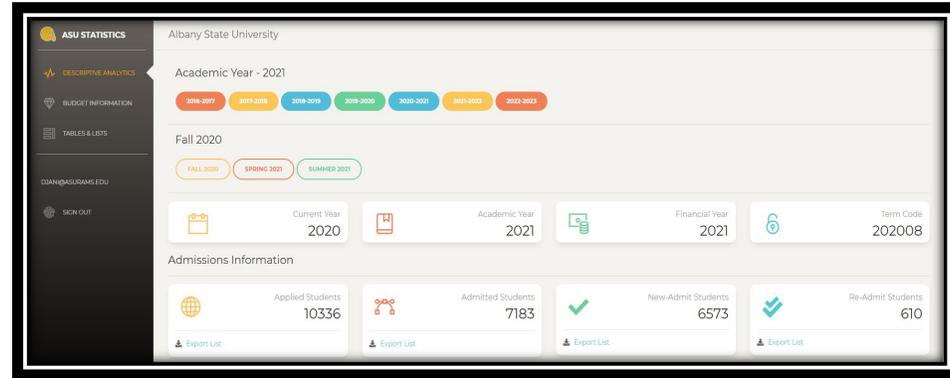
## ▶ *the Standard*

STRATEGIC PLAN TOWN HALL  
THURSDAY, APRIL 29, 2021

MARION ROSS FEDRICK  
PRESIDENT

# 2020-2021 SUCCESSES

- ✓ **Retention Increase of 16% since Fall 2018**
- ✓ **6% Enrollment Growth – Fall 2020**



- Enrollment Management and Student Success Dashboard
- Sophomore Year Experience
- Nursing and Health Sciences Simulation Center
- Campus Master Plan Project
- Partnership with Phoebe Putney Health System
- Undergraduate Health Sciences Academy
- Mental Health and Wellness Initiatives



Albany State University 



# DEGREE PROGRAM HIGHLIGHTS

## Nursing

- Only HBCU program in Georgia
- ASN program graduates most nursing students in Georgia
- 100% NCLEX pass rate for BSN

## Business

- All programs are accredited by the Accreditation Council for Business Schools and Programs

## Education

- Aspiring Teacher Academy – a new institutional project to increase the amount of African-American teachers in Georgia.

## Education

- 18 alumni are Teachers of the Year in Dougherty County School System
- Over 90% employment rate of graduating teacher candidates
- Aspiring Teacher Academy

## Criminal Justice

- Released inaugural issue of ASU Criminal Justice Journal, student based and devoted to discussions on law and criminal justice
- Developed and implemented a student-based Community Emergency Response Team.

## Dental Hygiene

- Only HBCU program in Georgia
- Provided free dental hygiene oral exams and cleanings to 121 students

## Forensic Science

- Our program is the only four-year forensic science program in Georgia accredited by the Forensic Science Education Programs Accreditation Commission (FEPAC)

## Social Work

- Job placement rate is 100% (BSW and MSW)
- 100% Graduation Rate (MSW)
- Fully accredited by the Council on Social Work Education (BSW and MSW)

# STRATEGIC PURPOSE

- ASU 2025 builds the framework to develop all activities and investments.
- ASU 2025 establishes our new organizational goals.
- ASU 2025 sets the priorities of the university and outlines how we will achieve them.



# STRATEGIC PLANNING PROCESS

- Strategic Planning Committee appointed
- Vision Statement Developed
- Developed Core Values
- Developed Goals and Objectives
- Conducted Various Surveys and Town Halls garnering feedback
- Held Town Halls
- Administered surveys



2018  
Fall

- Organizational Health Assessment Conducted
- Strategic Planning Implementation Committee appointed
- Developed Key Performance Indicators (KPI)



2019 - 2020

- Organizational Health Assessment used to refine Strategic Plan
- Refined KPI's
- Began Awareness Phase



2020-2021

# MISSION STATEMENT

- Albany State University (ASU), a proud member institution of the University System of Georgia, elevates its community and region by offering a broad array of graduate, baccalaureate, associate, and certificate programs at its main campuses in Albany as well as at strategically-placed branch sites and online. Committed to excellence in teaching and learning, the University prepares students to be effective contributors to a globally diverse society, where knowledge and technology create opportunities for personal and professional success.
- ASU respects and builds on the historical roots of its institutional predecessors with its commitment to access and a strong liberal arts heritage that respects diversity in all its forms and gives all students the foundation they need to succeed. Through creative scholarship, research, and public service, the University's faculty, staff, students, and administrators form strategic alliances internally and externally to promote community and economic development, resulting in an improved quality of life for the citizens of southwest Georgia and beyond.



# VISION STATEMENT

Albany State University will excel as a social and economic change agent by providing innovative programs, transformational student experiences and varied academic pathways, resulting in students prepared for professional careers and service.



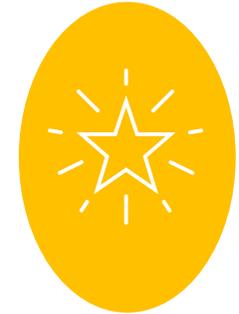
# CORE VALUES



## EXCELLENCE

We achieve outcomes of the highest quality, hold ourselves accountable to the highest standard and are committed to continuous improvement in university programs and services.

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## COMMUNITY

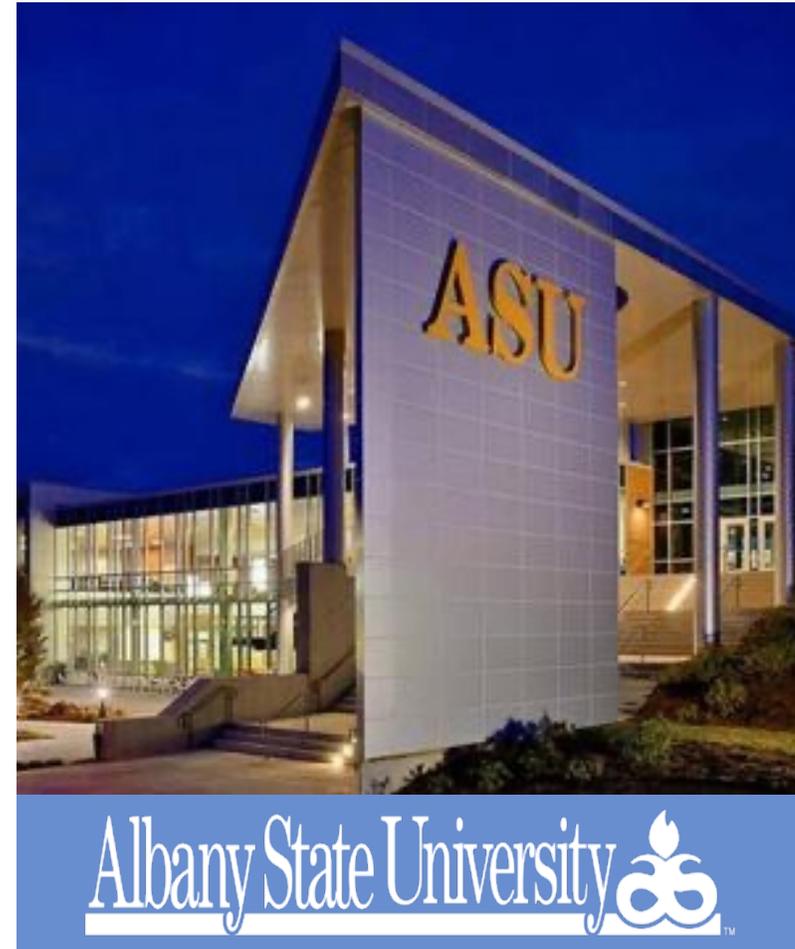
We strive to build community and value global mindset.

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## DIVERSITY

We are an inclusive campus that celebrates the value of every individual and builds opportunities to capitalize on these differences.



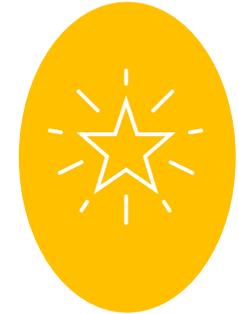
# CORE VALUES



## RESPECT

We are directed by tenets of ethics, treat others with courteous regard, and are civil in our interactions.

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## TEAMWORK

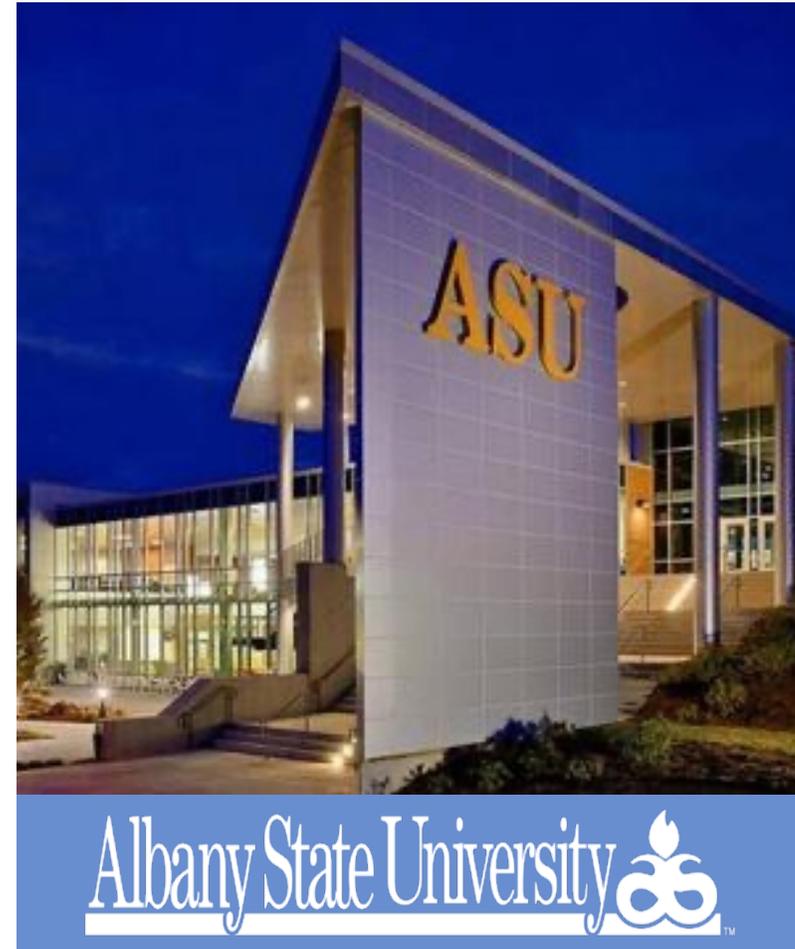
We seek partnership within the university and the community. We practice a supportive spirit that results in the implementation of plans, actions and shared results.

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## LEARNING

We cultivate a practice of global pedagogies in a learning environment.



# ASU 2025... *the Standard* - GOALS

## **GOAL 1:**

Student Access and Success

Albany State University Will Increase Student Completion Rates Through Transformational Student Experiences

## **GOAL 2:**

Institutional Sustainability and Responsible Stewardship

Albany State University Will Increase And Sustain University-wide Resources To Support And Advance Student Success And Institutional Priorities

## **GOAL 3:**

Partnerships and Economic Competitiveness

Albany State University Will Continue To Build Cultural And Economic Partnerships With The Local, State, National, And Global Community

## **GOAL 4:**

Leadership Development and Employee Engagement

Albany State University Will Develop Innovative, Versatile And Culturally Responsive Leaders, And An Engaged Workforce

# GOAL 1: STUDENT ACCESS AND SUCCESS

*Albany State University will increase student completion rates through transformational student experiences.*

## Objective 1.1

Increase enrollment through targeted recruitment efforts and ensure long-term stability of the university.

## Objective 1.2

Expand and strengthen academic programming and services that address specific needs of students.

## Objective 1.3

Expand and strengthen curricular and student support services programs to foster a healthy environment for students to facilitate positive post-graduate outcomes.

## Objective 1.4

Enhance its collegiate environment to facilitate students to persist and achieve the goals of transfer, degree and certificate completion.



# GOAL 2: INSTITUTIONAL SUSTAINABILITY AND RESPONSIBLE STEWARDSHIP

*Albany State University will increase and sustain university resources to support and advance student success and institutional priorities.*

## OBJECTIVE 2.1

Ensure affordability for students containing costs and optimizing efficiency across the institution.

## OBJECTIVE 2.2

Expand and strengthen academic programming and services that address specific needs of students.

## OBJECTIVE 2.3

Implement best practices that strengthen programs and services to address the learning needs of students.

## OBJECTIVE 2.4

Forecast student population trends to better predict future enrollment.

## OBJECTIVE 2.5

Create University master plan.

## OBJECTIVE 2.6

Maintain a safe, secure and inclusive campus.



# GOAL 3: PARTNERSHIPS AND ECONOMIC COMPETITIVENESS

*Albany State University will continue to build cultural and economic partnerships with the local, state, national, and global community.*

## OBJECTIVE 3.1

Build relationships with targeted community organizations to assist with entrepreneurship and service opportunities.

## OBJECTIVE 3.2

Engage regional health career partners to identify and assist in reducing prevalent healthcare challenges in Southwest Georgia.

## OBJECTIVE 3.3

Create opportunities for engagement with alumni.

## OBJECTIVE 3.4

Expand ASU's brand and prominence in the community through cultivation of effective partnerships and collaboration with business, industry, education, governmental, and service organizations.

## OBJECTIVE 3.5

Increase competitive grant funding.

## OBJECTIVE 3.6

Increase cultural engagement opportunities for faculty and staff.

## OBJECTIVE 3.7

Assess the strength of graduates' skills needed to be competitive in the workforce for Southwest Georgia market, the state, as well as nationally.



# GOAL 4: LEADERSHIP DEVELOPMENT AND EMPLOYEE ENGAGEMENT

*Albany State University will develop innovative, versatile and culturally responsive leaders, and an engaged workforce.*

## OBJECTIVE 4.1

Development and retention of qualified administrators and staff by providing professional development opportunities that promote excellence in pursuit of transformational leadership; enhance student learning experience.

## OBJECTIVE 4.2

Provide professional development opportunities for faculty that expand on their understanding of transformative leadership, teaching, research and public service.

## OBJECTIVE 4.3

Promote student leadership and development opportunities.

## OBJECTIVE 4.4

Identify and develop campuswide performance expectations that support an emerging and innovative institution of higher education. These expectations will support first class engagement with all constituents, especially our student body.

## OBJECTIVE 4.5

Continually evaluate how we are performing based on identified performance expectations, student alumni, peer and community feedback.

## OBJECTIVE 4.6

Promote a culture that supports and expects excellence.



# ACHIEVING EXCELLENCE

1. In 2025, what will be different about ASU?
2. In 2025, what will be the same about ASU?
3. What will your role be?



# Excellence is the Standard

- ❑ ASU will be a transformed institution. One that is a national leader in ensuring student access and student success.
- ❑ ASU will have robust financial position with an increased endowment and state-of-the-art campus facilities.
- ❑ ASU will have undertaken new and innovative approaches that have increased partnerships and our economic competitiveness.
- ❑ ASU will have faculty, staff, and students exemplifying excellence in their actions by use of our core values and behaviors, having participated in training and professional development.



# NEXT STEPS

Divisions and Units Review <b>ASU 2025</b> ... <i>the Standard</i>	April/May 2021
Division/Unit training on developing initiatives/actions	May/June 2021
Division/Unit Strategic Plans Due	June 15, 2021
Feedback Provided to Divisions	June 30, 2021
Comprehensive Strategic Plan Document with Division/Unit Strategic Plans	July 15, 2021
Bi-Annual Strategic Plan Report (with goals, accomplishments, & KPIs)	July 30, 2021
Quarterly Strategic Plan Update	November 30, 2021
Bi-Annual Strategic Plan Report (with goals, accomplishments, & KPIs)	January 2022

**THANK YOU**

**CONTINUED UPDATES  
WILL BE PROVIDED  
THROUGH ASUINFO.**

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