



# Strategic Planning and Performance Measures Committee

Trustee Kristin Harper  
September 15, 2021





The five-year strategic plan is the roadmap to enhance student success, meet state performance metrics to fund higher education, and fulfill FAMU's institutional mission as an 1890 land-grant institution dedicated to the advancement of knowledge, resolution of complex issues and the empowerment of citizens and communities.



The strategic planning process will engage in a comprehensive process to explore historical trends, gather data and insights, and take an inside-out approach to developing the 2022-27 strategic plan.



Objective: To develop and recommend the FAMU Strategic Plan 2022-27 narrative, metrics, and key performance indicators.



Strategic Priorities of the BOT: Student Success; Academic Success; Leveraging the Brand; Long Term Fiscal Health and Sustainability; Organizational Effectiveness and Transformation.

# Strategic Planning Background

## Phase 1

- Engagement with President
- Formation of the Strategic Planning Committee
- Review of the 2017-2022 Strategic Plan
- Review of the BOG Strategic Plan (Alignment)
- Data gathering and analysis
- BOT Retreat (August)

**March 2021 –  
August 2021**

## Phase 2

- Formation of sub-committees
- Consultant solicitation/ engagement (if necessary)
- Stakeholder engagement (Focus groups)
- Initial development of draft plan
- Data gathering and analysis

**September 2021 –  
February 2022**

## Phase 3

- Committees work to complete plan
- Data gathering and analysis
- Stakeholder awareness
- BOT engagement on draft plan (including KPIs)
- Presentation of final plan to BOT for approval (June 2022)

**March 2022 –  
June 2022**

# Process Timeline

## Student Success

1. Pipeline, Strategic Partnerships and Admissions Criteria to increase enrollment among diverse student archetypes, improve outcomes and maintain mission-driven access
2. Increase graduation and retention while reducing barriers attrition

## Academic Success

3. Evaluate, optimize, streamline academic programs and pedagogy through Academic Program Prioritization Study and Recommendations and optimizing work-based learning (i.e., internships, research)
4. Define aspirations for programs of distinction
5. Research

## Leverage the Brand

6. Revolutionize the customer service experience
7. Enhance branding and messaging for academic outcomes

## Fiscal Health and Sustainability

8. Increase philanthropic giving

## Organizational Effectiveness

9. Talent Strategy, Performance Management and Compensation

# Sub-Committee Formation



**Current Responses (8/30/21, 11:00 am):**

**Total: 810**

FAMU Alumni: 266

Staff: 168

Students: 203

Faculty: 147

Employer: 13

Community Partners: 6

K-12 Educators/Guidance Counselors: 3

Board of Trustees: 4

**Constituents reached via:**

Faculty Senate

Board of Trustees

Student Government

iStrike

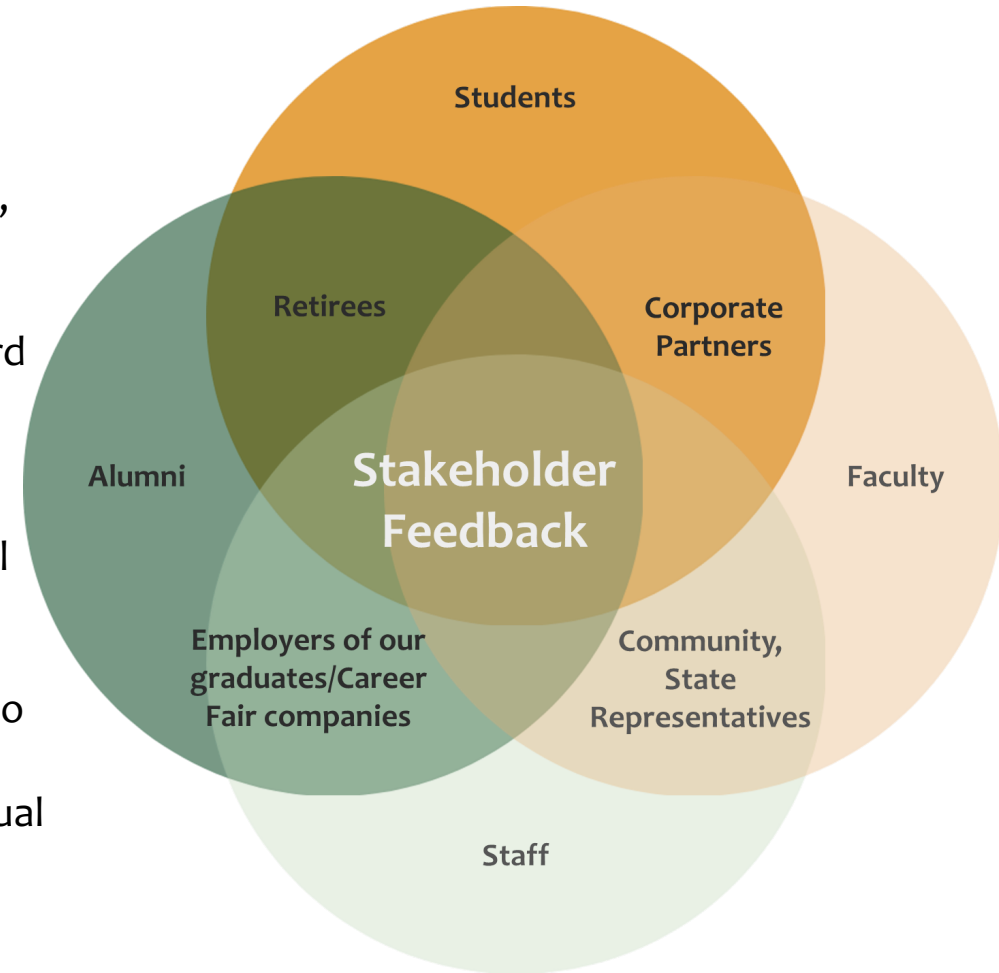
University Advancement

Instructional Technology

Canvas Dashboards

**To be sent:**

- Career Center (Employers, Students, Social Media Accounts)
- Alumni Affairs (Alumni)
- Instructional Technology (Blackboard Connect)
- Registrar (Registrar Staff, Summer 2021 Candidates for Graduation)
- Communications (FAMUINFO, Social Media Accounts, Article)
- Student Affairs (K-12 Contacts)
- Dean of Students (Requested, but no response received)
- Deans (Databases located in individual Colleges/Schools)



# Stakeholder Engagement

A promotional graphic for the FAMU Strategic Planning Survey. It features the FAMU logo at the top left, followed by the headline "YOUR OPINION MATTERS!" in large, bold letters. Below the headline, it states "This survey is open to faculty, staff, students, alumni, and employers!". A QR code is centered, with text on either side: "It will take less than 20 minutes to complete and ALL responses are anonymous!" on the left, and "Scan this QR code to access the survey!" on the right. The graphic has a white background with orange and green diagonal accents.

**FAMU** [ FLORIDA AGRICULTURAL AND MECHANICAL UNIVERSITY ]

# YOUR OPINION MATTERS!

**This survey is open to faculty, staff, students, alumni, and employers!**

It will take less than 20 minutes to complete and ALL responses are anonymous!



Scan this QR code to access the survey!

Florida A&M University is developing our new Strategic Plan and your opinion will help shape our focus. The survey should only take 20 minutes to complete, and all responses will be anonymous. Please use the QR code in the graphic or the following link to access the survey. **The survey will close on September 19.**

If you completed this survey in the summer, your responses and have been recorded and you do not need to complete it again.

Forwarding the link to others in the FAMU community is welcomed and appreciated!

[FAMU Strategic Planning Stakeholder Survey](#)

# Strategic Planning Survey



# Phase 2

	Task	Who	By When	Objective
	<b>Align talent for Phase 2</b> <ul style="list-style-type: none"> <li>Refine project scope and deliverables</li> <li>Form sub-committees</li> </ul>	Edington	Aug.-Sept. 2021	Plan
	<b>Gather quantitative and qualitative insights via data analysis and stakeholder engagement to address project scope</b>	SPWG Sub-committees	Sept.-Oct. 2021	Discover
	<b>Sub-committees present insights, conclusions, points of discussion, preliminary strategic plan recommendations and budget scenarios/implications to Dr. Robinson and Trustee Harper</b>	SPWG Sub-committees	November 2021	Align
	<b>Present preliminary insights, conclusions, strategic plan and budget implications to BOT</b> <ul style="list-style-type: none"> <li>Address issues and next steps discussed during Retreat</li> </ul>	<b>Harper + Robinson + Edington</b>	<b>December 2021</b>	<b>Discuss</b>
	<b>Refine strategic plan based on BOT feedback</b>	SPWG Sub-committees	January 2022	Optimize
	<b>Reassess and optimize mission, vision and brand, if necessary</b>	Harper + Robinson + SPWG	January 2022	Discuss
	<b>Present revised strategic plan recommendations and budget scenarios/implications to Dr. Robinson and Trustee Harper</b>	SPWG Sub-committees	February 2022	Align
	<b>Share revised Strategic Plan and budget implications to BOT</b>	<b>Harper + Robinson + Edington</b>	<b>March 2022</b>	<b>Discuss / Decide</b>

Thank you for your time!

Questions?



# FLORIDA A&M UNIVERSITY

Founded in 1887 as the State Normal College for Colored Students, Florida Agricultural and Mechanical University (FAMU) is the only historically state supported educational facility for African Americans in Florida. It has always been co-educational. In 1890, the second Morrill Act was passed. This enabled the school to become the Black Land Grant College for the State of Florida. In 1891, the college was moved from its original location west of town to its present location which was once the site of "Highwood," Territorial Governor W.P. Duval's slave plantation. The site is one of the highest hills in Tallahassee. The school was known as Florida A&M College from 1909 until 1957 when it attained university status.