



# Strategic Planning and Performance Measures Committee

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December 1, 2021



## 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

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# Stakeholder Engagement

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**Constituents were reached through a variety of methods, including:**

- Career Center (Employers, Students, Social Media Accounts)
- Alumni Affairs (Alumni)
- Instructional Technology (Blackboard Connect, Canvas Dashboards)
- Registrar (Registrar Staff, Summer 2021 Candidates for Graduation)
- Communications (FAMUINFO, Social Media Accounts, Article)
- Faculty Senate (Faculty, College of Law)
- Student Affairs (K-12 Contacts)
- Deans (Databases located in individual Colleges/Schools – Requested, but no responses received)
- Dean of Students (Requested, but no response received)
- Board of Trustees’ Liaison
- Student Government
- iStrike
- University Advancement

**Survey Respondents:**

**Total: 1,215**

FAMU Alumni: 389

Staff/Administrators: 215

Students: 387

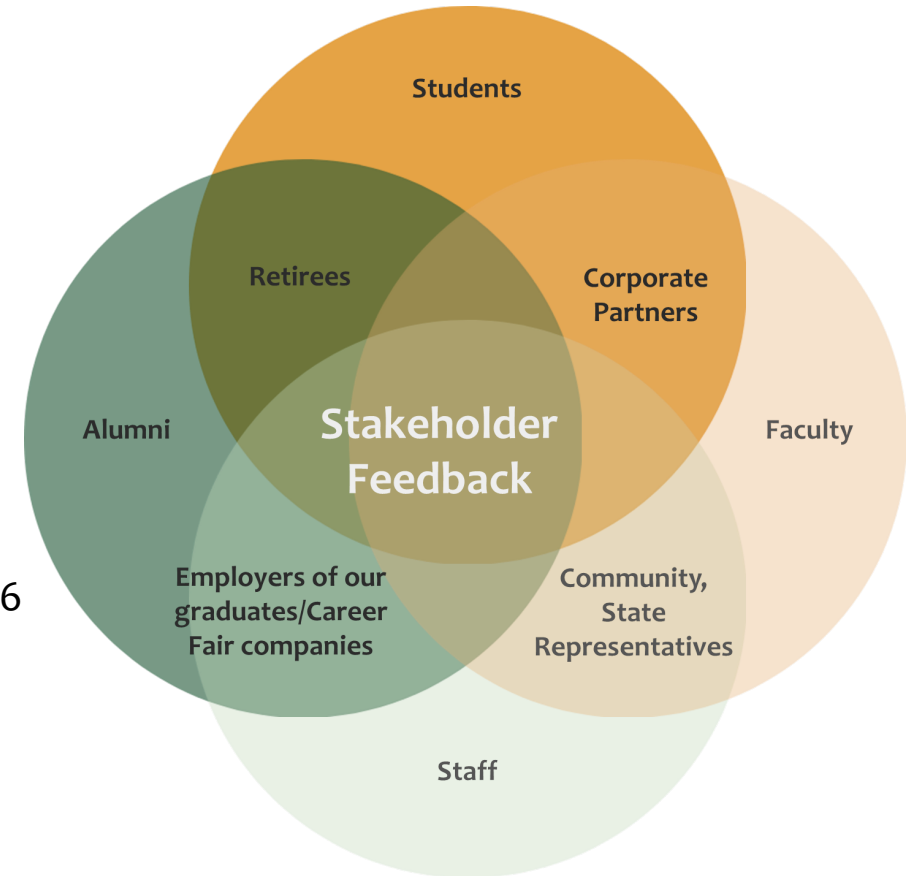
Faculty: 184

Employer: 19

Community Partners: 11

K-12 Educators/Guidance Counselors: 6

Board of Trustees: 4



# Stakeholder Demographics

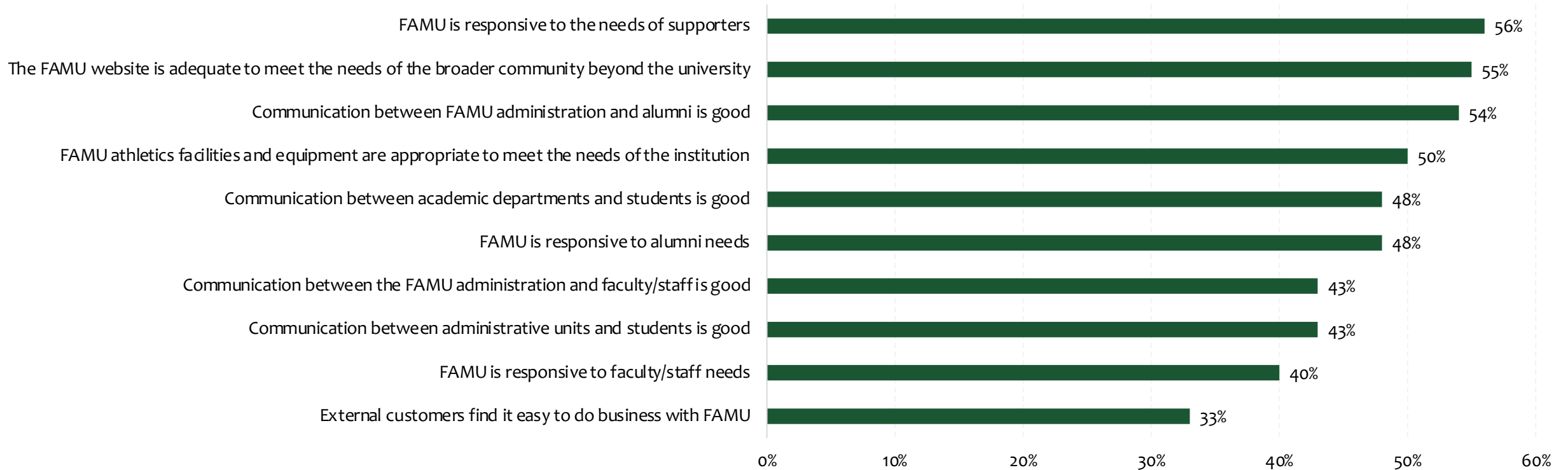
# Strengths



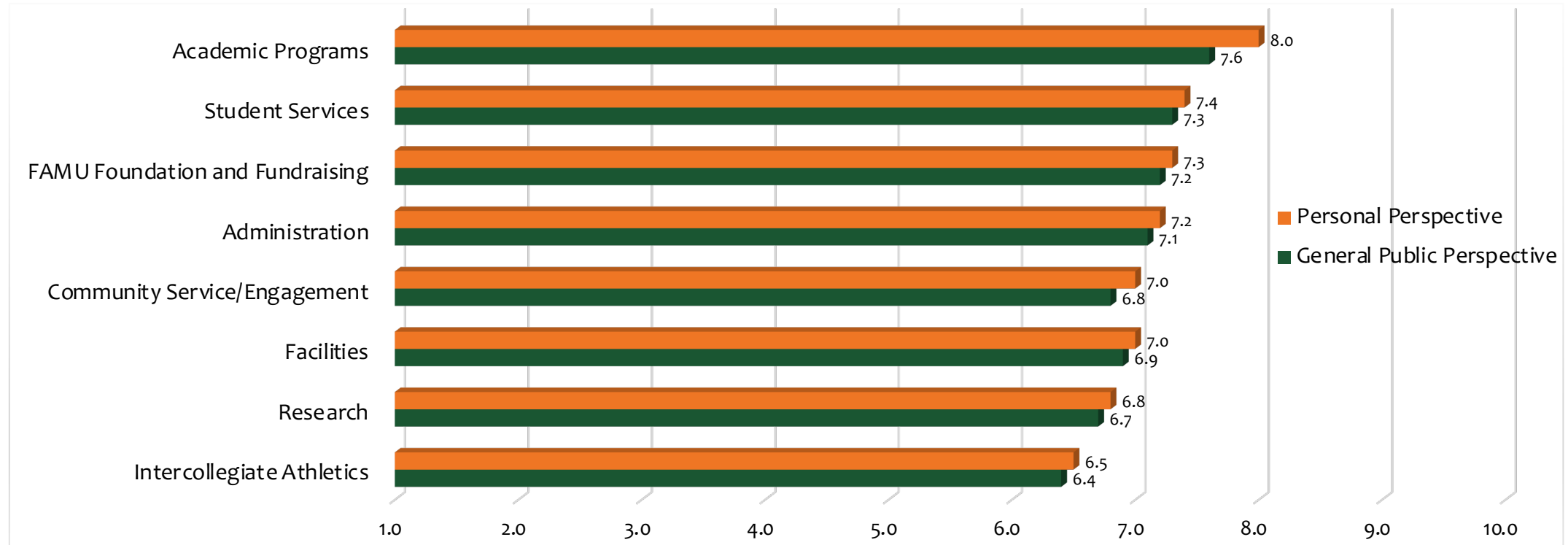
Survey Results



# Opportunities



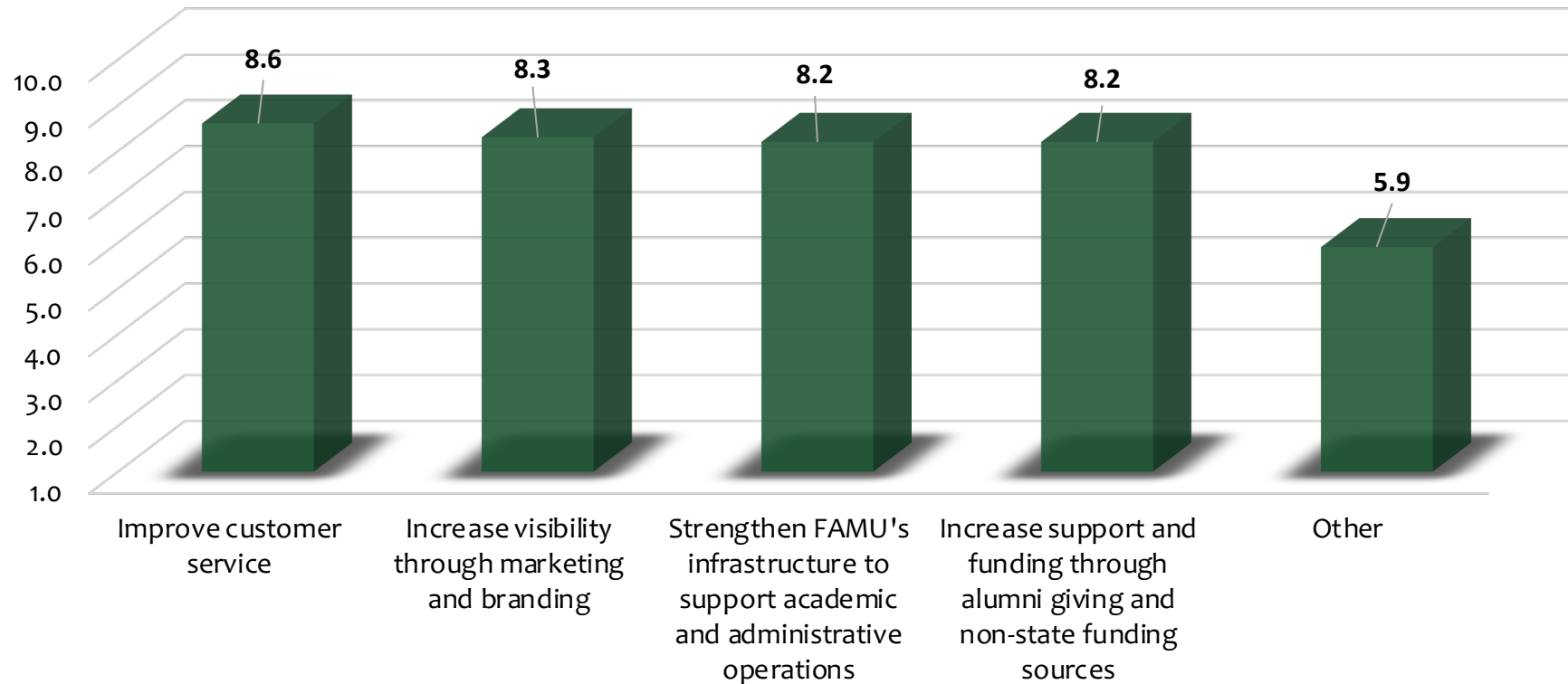
# Reputation of FAMU



Survey Results



# Rating of Opportunities by Magnitude of Potential Impact

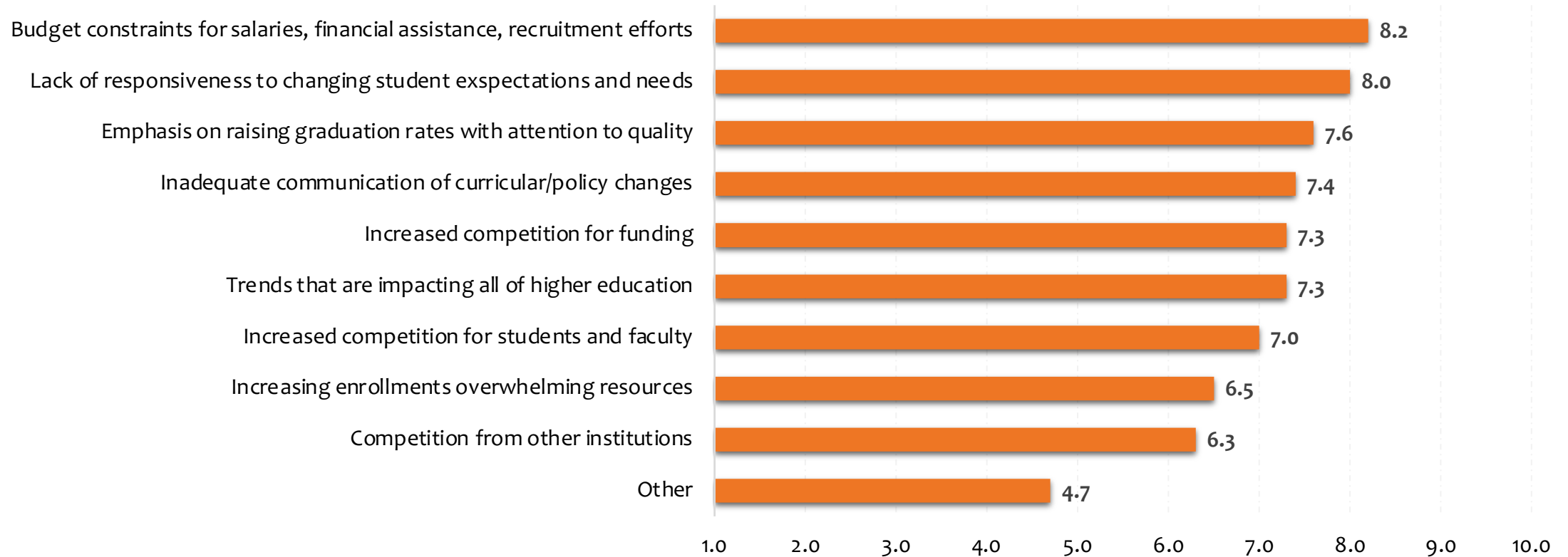


Survey Results





# Rating of Threats by Magnitude of Potential Impact



Survey Results



# Common Themes

*Perceptions about FAMU's environment and culture are largely positive across respondent groups.*

*FAMU is perceived as a good place to work by a majority of faculty and staff.*

*FAMU is perceived as good place to learn by a majority of students.*

*FAMU's core missions of academics and research are viewed positively by a majority of respondents.*

*There are opportunities for improvement related to communication, customer service, technology, and facilities that impact the learning and work environment for respondents.*

*Alumni support for FAMU is overwhelmingly positive in their support for the institution.*

*There is recognition there are opportunities and threats which may impact FAMU's future. Some threats are internal, and under FAMU's control such communication and customer service. Some are external and will require proactive responses from FAMU.*

*FAMU has a strong reputation which can be enhanced, leveraged, and maximized to its advantage as a competitive institution of excellence.*

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# Proposed Goals for Discussion

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**Goal 1:** Elevate Student Success Outcomes to the High Excellence Range among state and national scales.

**Goal 2:** Establish FAMU as the 1st Choice Destination among diverse scholars.

**Goal 3:** Enhance degree attainment among underrepresented scholars in the areas of strategic emphasis for the state and nation.

**Student Success**



**Goal 1:** Pursue pathways that position FAMU on a trajectory to become a Carnegie R1 institution.

**Goal 2:** Nurture the professional development of faculty and staff across the career span and across disciplines to create a culture of sustainable excellence.

**Goal 3:** Amplify discovery and innovative research approaches to solve complex real-world problems.

**Goal 4:** Position FAMU to emerge as a global leader in healthcare, education, research and service to address disparities, emergent needs and advance holistic well-being.

**Goal 5:** Reimagine and align academic offerings to address emerging workforce demands and career pathways including competencies, creativity and innovation.

**Academic Success**



**Goal 1:** Foster a university-wide customer-centric culture to support academic and operational excellence.

**Goal 2:** Increase global recognition of the university's standing as a leading academic, research and cultural institution.

**Goal 3:** Cultivate and diversify the network of advocates and supporters to advance the university's mission and strategic priorities.

Leverage the Brand



**Goal 1:** Implement a planning and budgeting process that identifies, secures, and allocates existing and new E&G, C&G, and Auxiliary funding.

**Goal 2:** Implement infrastructure enhancements in academics, research, administration, technology, and facilities to increase student success outcomes for FTIC, FCS AA transfer, and graduate students that lead to increased performance in state and national metrics.

**Goal 3:** Support and sustain a robust university advancement enterprise that consistently generates transformative alumni, friends, and corporate giving.

Long-Term Fiscal Health and  
Sustainability





**Goal 1:** Enhance a culture that intentionally fosters building and engaging a high performing workforce and fortifies FAMU's status as an employer of choice.

**Goal 2:** Optimize effectiveness and efficiency of operations through the enhancement of processes and innovation.

**Goal 3:** Strengthen the University's culture of strategic decision making through promotion and enhancement of compliance, internal controls, and enterprise risk management practices with an emphasis on engagement, education, reporting and accountability.

**Organizational Effectiveness  
and Transformation**



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.