Critical Issues

**Academic Leadership**
- Interim positions
- Accountability and effectiveness

**Organizational Structure**
- Administrative services
- Academic support services

**Academic Programs**
- Specialized accreditations
- Curriculum and program development
- Faculty workload and productivity

**Resources**
- Efficiency in use of resources
- Alignment of resource allocations with strategic priorities
- Budget model and processes

**Student Success**
- Graduation and retention rates
- Licensure pass rates (Nursing update from Dean Talley)
- Degree production
- Employment outcomes

**Customer Service**
- Quality of services and facilities
- Training and evaluation
Accountability and Effectiveness

College/School Goals and Strategic Priorities
- Alignment with President’s Goals and Strategic Priorities
- Key Measures of Success and Annual Targets

Vision and Innovation
- Description of Aspirations and Strategies for Achievement
- Curriculum Development and New Degree Programs

Use of Best Practices
- Pedagogy & Assessment
- Faculty & Student Professional Development
- Academic Support
- Fundraising, Marketing & Communications
- Effective Leadership & Fiscal Management

Identification of Resource Needs
- Staffing
- Infrastructure, Equipment and Technology

Solicitation of Feedback from Stakeholders
- Students, Faculty, Staff, Alumni, Corporate Partners

Outcomes:
- Clear and concise plan of action for each college/school
- Better alignment of effort and focus with institutional priorities
- Accelerated improvement on key performance indicators

Phase I:
SON, SAHS, COPPS, COE, COL, SJGC, CST

Phase II:
SBI, SOE, CSSAH, CAFS, COEng, SAET
Update on Searches

College of Education Dean
Dr. Allyson Watson has accepted offer (July 1 start date)

College of Law Dean
National search has been launched in collaboration with search firm (Isaacson, Miller)

Developmental Research School (DRS) Superintendent
Negotiating with candidate
General Updates

College of Law ABA Accreditation Review
On-site review held this week (March 3-6)

Proposed Apopka Educational Site
Programs in health, agriculture

Provost College/School Visits
• Share vision, goals and expectations
• Solicit direct feedback from stakeholders
Update on FAMU Medical Marijuana Education & Research Initiative

Peter Harris, Director
Chapter 2017-232, Laws of Florida, charged Florida A&M University to “educate minorities about marijuana for medical use and the impact of the unlawful use of marijuana on minority communities.”

FAMU responded by establishing the **Medical Marijuana Education and Research and Research and Initiative**.
Project Goals and Objectives

Goal of Initiative:
Increase awareness in minority communities about:
- The use of medical marijuana
- The consequences of illicit use of marijuana

Objectives:

Education:
- Develop and disseminate educational materials to support outreach and engagement efforts
- Engage with minority communities to conduct education and training activities

Research:
- Identify best practices to engage and educate minorities
- Enhance the current level of understanding of the underlying factors that influence behaviors and attitudes towards the illicit usage of marijuana
- Identify best practices for educating minorities about the impact of the illicit use of marijuana and for changing their perceptions and behavior
- Understand current perceptions and knowledge of how minorities view medical marijuana
- Identify best practices to educate minority communities about marijuana for medical use
# Key Components of Initiative

<table>
<thead>
<tr>
<th>Education</th>
<th>Research</th>
<th>Community Engagement</th>
<th>Communications</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Creation and dissemination of educational and training materials (multi-lingual/multi-cultural)</td>
<td>- Faculty and student projects (original research)</td>
<td>- Regional strategy</td>
<td>- Creation of messaging and promotional campaign</td>
</tr>
<tr>
<td>- Training, outreach and community engagement</td>
<td>- Literature reviews</td>
<td>- Collaborations with community &amp; faith-based organizations, agencies, and educational institutions</td>
<td>- Disseminate messaging using collateral materials and other relevant forms of media</td>
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<tr>
<td>- Assessment and evaluation</td>
<td>- Surveys and focus groups</td>
<td>- Meta-data analysis</td>
<td>- Assessment and evaluation</td>
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## Progress and Key Milestones

### Education
- Created initial collateral materials for distribution
- Launched website for dissemination of information [prosandcons.famu.edu](http://prosandcons.famu.edu)

### Research
- Launched mini-grant research initiative (25 faculty research proposals were submitted)
- Completed two literature reviews (Institute of Public Health/Dept. Sociology and Criminal Justice)
- Conducted four focus groups
- Administered preliminary survey (600 respondents)

### Community Engagement
- Hired Deputy Director & Public Affairs Liaison
- Identified Regional Outreach Coordinators
- Participated in outreach planning meetings with several external partners
- Scheduled Focus Group w/ Faith-Based Leaders (week of 3/18/19)

### Communications
- Completed preliminary market research (messaging)
- Developed messaging tag line
- Initiated pilot media program
Expenditures

MAJOR EXPENDITURES TO DATE

May 2018:
- Received first installment from Department of Health ($542K)

July 2018:
- Secured office space for rent

August 2018:
- Received second installment from Department of Health ($342K)

October 2018:
- Hired Director
- Hired Admin. Coordinator
- Hired Communications Liaison - part-time

November 2018:
- Engaged External Partner for Market Research/Messaging

February 2019:
- Hired Deputy Director
- Hired Public Affairs Liaison/Outreach Coordinator

<table>
<thead>
<tr>
<th>Total Revenue</th>
<th>$884,883</th>
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<tr>
<td>Total Expenses</td>
<td>$135,071</td>
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<tr>
<td>Total Encumbrances</td>
<td>$222,821</td>
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<tr>
<td>Balance (will be spent as outlined in budget)</td>
<td>$526,991</td>
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“At FAMU, Great Things Are Happening Every Day.”

established 1887