2007-2008 MAJOR EXPECTATIONS AND TIMELINES for Board of Trustees and President Ammons to benefit Florida A&M University

MAJOR EXPECTATION ONE:  
*Improve the Financial and Operational Management of the University*

INITIATIVES:
- Work with the Vice President for Administrative and Financial Services
- Create a culture of accountability and timely responsiveness among University employees
- Improve the financial integrity of the University in the minds of major stakeholders and supporters as well as the public in general
- Institutionalize the corrective actions taken to address the citations in the operational and financial audits as well as the SACS citations.
- Maintain and retain competent and knowledgeable employees, not hired consultants, to manage our fiscal affairs

TIMELINE: Corrective Action items resolved by December 2007. Institutionalization will require more time. This administration will work toward a clean audit for FY 2007-08 (that's two years from now). The next audit will reflect the previous administration's operations for 2006-07.

MAJOR EXPECTATION TWO:  
*Move the University and accredited disciplines toward compliance with the standards of their respective accrediting bodies.*

INITIATIVES:
- Work with the Provost to strengthen our academic programs and support our faculty’s productivity and scholarship
- Ensure that our academic programs meet and exceed the standards established by their respective accrediting associations
- Compete for the best faculty to conduct their research and innovative programs at FAMU
- Fund these areas to ensure that the accreditation weaknesses are shored up and the University commitment is evident
• Rank in the top quartile of among our peer institutions for research funding
• Increase faculty and staff salaries across the board to ensure that our faculty rank within the 80th percentile of the average salaries for their profession

TIMELINE: Will work to ensure that our signature programs in each academic year have the financial support needed to meet accreditation requirements through Spring 2008. This is an ongoing process; however, will keep the Trustees informed of the upcoming units each year.

MAJOR EXPECTATION THREE:
Recruit and develop an effective Administrative Team
INITIATIVES:
• Fill critical positions in senior leadership area including:
  o Provost and Vice President for Academic Affairs
  o CFO and Vice President for Administrative and Financial Services
  o Vice President for University Relations
  o CIO and Vice President for Information Technology
  o Assess critical positions at the Deans and Director levels
• Conduct an administrative workshop to instruct the leadership team (VPs, Dean, Directors, and Departmental Chairs) in new policies and procedures for operating in an efficient and effective manner
• Build and promote a sense of ethical behavior, integrity, and honestly among our students, faculty and staff
• Strengthen personal and professional ethical behavior among our students, faculty and staff

TIMELINE: Completion within the next 18 months (Spring 2009). It will take time to recruit the best talent available and to increase salary offerings to attract the very best professionals.

MAJOR EXPECTATION FOUR:
Develop an enrollment management plan to increase recruitment efforts as well as retention and graduation rates
INITIATIVES:
• Work with the Vice President for Student Affairs
• Build upon the marketing and public relations strategies to inform prospective students about FAMU
• Utilize strategies that have proven successful in recruiting National Achievement Scholars and augment the “Life Gets Better” Scholarship
• Solidify FAMU’s position as a leader in producing African American baccalaureate degree holders, while setting new records for graduating students with terminal (Ph.D.) degrees.
• Renovate residence halls; augment the wellness center and other amenities that ensure a student-oriented environment that will appeal to students and their families.
• Monitor the enrollment increases across the colleges, schools and respective classes (undergraduates and graduates)
• Secure additional funds for scholarships to offer at various levels for as many students as possible (i.e., full, partial, book stipends) to assist students matriculating to the University

TIMELINE: Work to stabilize the declining enrollments of the last two years by maintaining last year’s numbers in 2007-08. Will steadily increase enrollment for the next three (3) years at a rate of 5% above the previous year.

MAJOR EXPECTATION FIVE:
Implement marketing and public relations strategies that will enhance the image of the University
INITIATIVES:
• Work with the Chief Communication Officer to implement a national marketing scheme publicizing the accomplishments of FAMU
• Utilizing all mediums (electronic, print, and public appearances) to highlight FAMU faculty, students, alumni and staff to recruit students and faculty.
• Familiarize the public with the legacy of excellence that is FAMU’s 120 year history
• Known as a valuable resource and partner for surrounding communities, assisting with programs that address critical needs
• Expand the exposure of our faculty and students to interdisciplinary global experiences
• Revitalize and build the FAMU/Industry Cluster

TIMELINE: Will develop an expansive appearance schedule for 2007-08, appearing throughout the country at alumni functions. Will work on national appeal over the next two years (2007-09) via national higher education associations and news shows that will contact FAMU as often as other higher education icons such as Harvard, Howard, Yale and Morehouse.

MAJOR EXPECTATION SIX:
Develop the infrastructure for achieving fund-raising goals.
INITIATIVE:
• Work with the Vice President for University Relations
• Organize the University Relations Office to coordinate efforts for major gifts, corporate fund-raising, annual giving, direct service organizations and alumni giving opportunities
• Organize schools and colleges to cultivate donors and augment their fund-raising efforts
• Create a giving culture among the young alumni
• Assess the giving potential of corporate partners as well as long-time contributors
• Develop a stewardship program that recognizes and appreciates major benefactors and donors, both individuals and companies.
• Rank among the top quartile among our peers for our endowment funds.

TIMELINE: Securing a seasoned professional to lead this effort has proven difficult for most HBCUs. Most of the work is in recruiting a professional that understands the multi-faceted components of Institutional Advancement beyond alumni relations. Hope to secure a Vice President within 18 months (Spring 2009). Will take 2-3 years to see the results of their donor/prospect cultivation and solicitation.