

Annual Goals and Objectives 2015-2016

Create a 21st Century Living and Learning Community

	Strategic Initiative	Status
1	Recruit new faculty for program enrichment into high priority and strategic areas. <i>Performance Metric: # of new turnover</i>	<i>Ongoing</i>
2	Engage the Board of Trustees in formulating policy and regulations that affect efficiency, productivity, and financial support for the University. <i>Performance Metric: Robust communication and presentations of industry standards</i>	<i>Ongoing</i>
3	Identify campus thought leaders to contribute to the national dialogue about the value of and the access and affordability of education for first-generation and adult students. <i>Performance Metric: # of national presentations or invitations</i>	<i>New</i>
4	Engage in shared governance with the faculty to enhance the University's performance under the Board of Governors' Performance Funding Model. <i>Performance Metric: # of meetings and other communications</i>	<i>New</i>
5	Expand online courses to facilitate enrollment growth, retention, and graduation rates. <i>Performance Metric: : # of new courses and rate change</i>	<i>Ongoing</i>
6	Update the Master Plan to encompass revitalization of campus "Main Street" and surrounding Southside neighborhood. <i>Performance Metric: Comparison old versus new</i>	<i>New</i>
7	Support and maintain athletic programs and expand opportunities that contribute to a positive academic and competitive collegiate experience for student success within NCAA guidelines. <i>Performance Metric: Reduction in violations and retention of athletes</i>	<i>Ongoing</i>
8	Continue to develop living-learning communities to enhance the educational experience and the overall quality of student success with residence hall programming and expanded dining options. <i>Performance Metric: Decrease in number of student complaints</i>	<i>New</i>
9	Develop and implement strategies to increase the number of degrees awarded in the BOG Areas of Strategic Emphasis, including STEM for undergraduate and graduate degrees. <i>Performance Metric: Count & enrollment</i>	<i>Ongoing</i>
10	Increase efforts to establish theme housing and collaborative study spaces that complement academic program priorities and group work. This will be accomplished by assigning students with similar interests to facilities that complement academic programs. <i>Performance Metric: Housing assignments by theme</i>	<i>New</i>
12	Continue to expand the use of campus spaces by outside groups to expose the community to our students and to raise funds to supplement operating costs and facility maintenance. <i>Performance Metric: Count requests</i>	<i>Ongoing</i>

13	Continue efforts to restore pride and campus beautification. <i>Performance Metric: Visual</i>	Ongoing
14	Expand the public service and community engagement for staff, students, and faculty. <i>Performance Metric: Attendance, volunteer, and presentation</i>	Ongoing

Enable Excellence in University Processes and Procedures

	Strategic Initiative	Status
1	Improve the accuracy of job descriptions and assignments of responsibility for faculty and staff and continue internal reorganization for efficiency and effectiveness. <i>Performance Metric: Better customer service, reduction of complaints & grievances</i>	Ongoing
2	Provide professional development opportunities for employees to facilitate use of best practices and creativity in program delivery and design <i>Performance Metric: Improved service delivery</i>	New
3	Create and implement an effective means of connecting faculty to potential collaborators and appropriate funding opportunities. <i>Performance Metric: Department research & public engagement</i>	New
4	Establish an organized system of program review that manages the accreditation and reaccreditation processes. <i>Performance Metric: Plan in place</i>	New
5	Expand online courses to facilitate enrollment growth, retention, and graduation rates. <i>Performance Metric: Count</i>	New
6	Automate manual processes where possible and align bandwidth with performance goals. <i>Performance Metric: Automated systems</i>	Ongoing
7	Support and maintain athletic programs and expand opportunities that contribute to a positive academic and competitive collegiate experience for student success within NCAA rules. <i>Performance Metric: NCAA rules</i>	Ongoing
8	Develop and begin implementing protocols and action plans to improve the University's ranking by publications such as <i>U.S. News & World Report</i> and <i>Princeton Review</i> . <i>Performance Metric: Rankings</i>	New
9	Enhance risk management by completing annual risk assessments, thus allowing us to allocate resources to higher risk areas. <i>Performance Metric: Report</i>	New
10	Eliminate excessive use of outside consultants and trades where we already have campus expertise. <i>Performance Metric: Number</i>	New

Develop, Enhance, and Retain Resources to Achieve Mission

	Strategic Initiative	Status
1	Develop and roll out a strategic annual and major-gift fundraising campaign. <i>Performance Metric: Plan</i>	<i>New</i>
2	Document existing financial conditions and provide a structure for reporting all funds and expenditures to stakeholders. <i>Performance Metric: Reports</i>	<i>Ongoing</i>
3	Redesign the direct support organizations more strategically to support university operations. <i>Performance Metric: Actions/progress</i>	<i>Ongoing</i>
4	Complete the transfer of land and develop a long-term strategy to generate income and increased research from the Brooksville property, which is being granted to the University by the federal government. <i>Performance Metric: Completion</i>	<i>New</i>
5	Establish a comprehensive research strategy linked to areas of critical importance to the University. <i>Performance Metric: Plan by discipline</i>	<i>New</i>
6	Develop a comprehensive strategy to identify processes to promote “tech transfer” to move patents and innovations to the mainstream for the purpose of increasing revenues and finding solutions to social, medical, and technological problems. <i>Performance Metric: Plan</i>	<i>New</i>
7	Continue to increase transfer and articulation agreements with high schools and community colleges. <i>Performance Metric: Count new and enrollment trends</i>	<i>Ongoing</i>
8	Develop and begin implementing a multi-year plan to enhance research capability and funding across all platforms. <i>Performance Metric: Create a strategic research plan</i>	<i>Ongoing</i>
9	Completely redesign the website to make it more student-centric and user-friendly across all platforms. <i>Performance Metric: The launch of the redesign</i>	<i>New</i>
10	Promote the active participation of students, faculty, and staff in University energy-efficiency and other sustainability efforts. <i>Performance Metric: Programs documenting engagement</i>	<i>New</i>

Enable Excellence in University Relations and Development

	Strategic Initiative	Status
1	Improve data collection – regarding giving – to ensure accurate information is available so that a targeted and focused strategy of giving can be initiated. <i>Performance Metric: Files</i>	Ongoing
2	Implement the silent phase of a strategic capital campaign to provide an endowment for critical areas. <i>Performance Metric: Launch campaign</i>	New
3	Upgrade equipment and staffing for FAMU TV-20 to enable enhanced programming for the University and Tallahassee. <i>Performance Metric: Visual</i>	New
4	Continue the process of rebranding toward a best-in-class University by establishing metrics that underpin more-efficient operational results. <i>Performance Metric: Visual/ #</i>	Ongoing
5	In conjunction with the Office of Communication and External Relations, redesign the University’s website to be more appealing, responsive, and student-centric. <i>Performance Metric: Visual</i>	New
6	Support fundraising and recruitment through increased use of analytics and behavior-based marketing techniques. <i>Performance Metric: Count</i>	New

Enhance Environment to Promote Internationalization, Diversity, and Inclusiveness

	Strategic Initiative	Status
1	Expand and enhance relationship with Brazil through expansion of Nascimento Program. <i>Performance Metric: Program</i>	Ongoing
2	Provide materials in print and online in Spanish, thus increasing our reach to the worldwide Spanish-speaking audience. <i>Performance Metric: Publications</i>	New
3	Establish international and diverse alumni associations. <i>Performance Metric: List/report</i>	New
4	Increase the number of research, education, and extension activities between the University and local small farmers, African-American farmers, and other agricultural entrepreneurs. <i>Performance Metric: Lists/count</i>	New