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.
**Process Timeline**

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)

Phase 2
- Formation of sub-committees
- Consultant solicitation/engagement (if necessary)
- Stakeholder engagement (Focus groups)
- Initial development of draft plan
- Data gathering and analysis

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 2021 – August 2021

September 2021 – February 2022

March 2022 – June 2022
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
**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)
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](#)
<table>
<thead>
<tr>
<th>Task</th>
<th>Who</th>
<th>By When</th>
<th>Objective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Align talent for Phase 2</td>
<td>Edington</td>
<td>Aug.-Sept. 2021</td>
<td>Plan</td>
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<tr>
<td>• Refine project scope and deliverables</td>
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<tr>
<td>• Form sub-committees</td>
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<tr>
<td>Gather quantitative and qualitative insights via data analysis and</td>
<td>SPWG Sub-committees</td>
<td>Sept.-Oct. 2021</td>
<td>Discover</td>
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<td>stakeholder engagement to address project scope</td>
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<tr>
<td>Sub-committees present insights, conclusions, points of discussion,</td>
<td>SPWG Sub-committees</td>
<td>November 2021</td>
<td>Align</td>
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<td>preliminary strategic plan recommendations and budget scenarios/</td>
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<tr>
<td>implications to Dr. Robinson and Trustee Harper</td>
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<tr>
<td>Present preliminary insights, conclusions, strategic plan and</td>
<td>Harper + Robinson +</td>
<td>December 2021</td>
<td>Discuss</td>
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<td>budget implications to BOT</td>
<td>Edington</td>
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<td>• Address issues and next steps discussed during Retreat</td>
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<td>Refine strategic plan based on BOT feedback</td>
<td>SPWG Sub-committees</td>
<td>January 2022</td>
<td>Optimize</td>
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<td>Reassess and optimize mission, vision and brand, if necessary</td>
<td>Harper + Robinson +</td>
<td>January 2022</td>
<td>Discuss</td>
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<tr>
<td>Present revised strategic plan recommendations and budget scenarios/</td>
<td>SPWG Sub-committees</td>
<td>February 2022</td>
<td>Align</td>
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<td>implications to Dr. Robinson and Trustee Harper</td>
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<tr>
<td>Share revised Strategic Plan and budget implications to BOT</td>
<td>Harper + Robinson +</td>
<td>March 2022</td>
<td>Discuss / Decide</td>
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<td></td>
<td>Edington</td>
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Thank you for your time!
Questions?