ALCORN STATE UNIVERSITY
COMMUNITY/ALUMNI FORUM #1

JANUARY 29, 2021
• Introductions
• Overview of Strategic Planning Process
• SWOT Questions
• Feedback
• Questions
ASU STRATEGIC PLANNING PROCESS

1. **Planning Coordination**
2. **External Assessment**
3. **Gap & SWOT-C Analysis**
4. **Internal Assessment**
5. **Best Practices**
6. **Strategic Issues and Visioning**
7. **Future Trends**
8. **Vision, Mission, Values**
9. **Input from Campus Constituents**
10. **Strategic Goals and KPI's**
11. **Stakeholder Feedback**
12. **Final Document and Exec Summary**
Campus Site Visit #1: January 28-29, 2021
Campus Site Visit #2: February 16-17, 2021
Campus Site Visit #3: March 16-17, 2021
WHY IS IT IMPORTANT TO PARTICIPATE IN THE PROCESS?

✓ Your experience as a student allows you to provide a unique perspective.
✓ A successful plan requires contributions from many voices.
✓ At the core of the mission of the University is its desire to provide students with an outstanding education and only you can help University leaders understand what that really means.
✓ You can say you helped shape the future of Alcorn State University!
STRATEGIC PLANNING DEFINED?

“a formal process of determining what ASU intends to be in the future and how it will get there, based on an optimal alignment of University strengths with key opportunity drivers in the external environment.”

**It is finding the best future (position) and the best path (direction) to reach that destination**

**Strategic Planning:** A deliberate, disciplined effort to produce fundamental decisions and actions that shape and guide what an institution is, what it does, and why it does it.
Think for a moment . . .

What makes ASU unique?

What does ASU do well?

What could ASU do better?

What does ASU look like in the future?
STRATEGIC PLANNING QUESTIONS

✓ When you think about Alcorn State University, what are the first thoughts that come to mind?

✓ What specific things do you think contribute to a student being successful at ASU?

✓ What do you think contributes to the success of ASU?

✓ Why do you think a student might NOT choose to come to ASU?

✓ What do you value most about ASU?

✓ What is ASU doing well?

✓ How can ASU improve?

✓ How will current & future trends impact ASU?

✓ What does ASU need to look like in the future?
**Strengths:**
- What are ASU’s strengths?
- What does ASU do better than others?
- What unique capabilities and resources does ASU have?
- What do others perceive as ASU’s strengths?

**Weaknesses:**
- What weakness does ASU have?
- What do other Universities do better than ASU?
- What can ASU do to improve?
- What do other perceive as ASU’s weaknesses?

**Opportunities:**
- What makes ASU a positive place to be?
- What unique opportunities exist at ASU?

**Threats:**
- What trends or conditions may negatively impact ASU?
- What are universities doing that may impact ASU?
Questions and Comments

January 29, 2021