Strategic Planning Project
Introduction by President & Co-Chairs

Dr. Felecia M. Nave
President

Dr. Ontario Wooden
Provost & Senior Vice President for Academic Affairs

Ms. Roslyn White
Assistant Vice President for Enrollment Management
KICKOFF MEETING

STRATEGIC PLAN

STEERING COMMITTEE

DECEMBER 16, 2020
AGENDA

- Welcome and Introductions
- Planning Involvement, Process, and Expectations
- Definitions and Planning Steps
- Timeline
- Strategic Planning Discussion Questions
- Questions & Adjourn
SMITHGROUP DENVER OFFICE

CAMPUS STRATEGY & ANALYTICS | WHO ARE WE?

ARCHITECTS, PLANNERS, PHDs & DATA ANALYSTS

- Understanding of the academy from the inside
- Breadth & depth of higher education experience
- Expertise in data management and visualization

700 Campuses
49 States
10+ State Systems
38 Years in Higher Education Planning
YOUR CORE STRATEGIC PLANNING TEAM

MARTY MAHLER PH.D.
Academic Strategist
Higher Education

FRANK MARKLEY PH.D.
Academic Strategist
Higher Education
STRATEGIC PLANNING STEERING COMMITTEE

Chair: Dr. Ontario Wooden, Provost & Senior Vice President for Academic Affairs
Co-Chair: Ms. Roslyn White, Assistant Vice President for Enrollment Management

- Dr. Cornelius Wooten, Senior Vice President for Finance, Administrative Services & Operations/CFO
- Dr. Tracy Cook, Vice President for Student Affairs and Enrollment Management
- Mr. Marcus Ward, Vice President for Institutional Advancement
- Mr. Larry Orman, Vice President for Marketing and Communication
- Mr. Derek Horne, Athletic Director
- Dr. Wanda Fleming, Director of Human Resources
- Mr. Rodney Moore, ENN CLOUD
STRATEGIC PLANNING ADVISORY COMMITTEE

Chair: Dr. Ontario Wooden, Provost & Senior Vice President for Academic Affairs
Co-Chair: Ms. Roslyn White, Assistant Vice President for Enrollment Management

- Dr. Keith McGee, Associate Provost for Research, Innovation, and Graduate Education
- Dr. Shirley Evers-Manly – Interim Dean, School of Nursing
- Dr. Edmund Buckner – Dean, School of Agriculture and Applied Sciences
- Dr. Babu Patlolla – Dean, School of Arts & Sciences
- Dr. Dovi Alipoe – Professor of Agriculture and Director of Global Programs, School of Agriculture & Applied Sciences
- Dr. April Miley – Associate Professor, School of Education
- Dr. Byron Johnson – Faculty Senate Chair & Associate Professor Arts & Sciences
- Dr. Debarshi Roy – Assistant Professor, Biology
- Dr. Yulonda Sano – Assistant Professor, History
- Mr. Robert Watts – Associate Vice President for Facilities
- Ms. Mertha George – Director, Purchasing
- Mrs. Tasha Brown – Staff Senate Chair
- Mr. Casey Mock – Finance & Accounting Manager, Institutional Advancement
- Dr. Carolyn Davis – Director, Career Services
- Ms. Sherry Franklin – VP of Instruction/Career & Technical Education, Hinds Community College
- Mr. Desmond Stewart, Enterprise Architect, Center for Information Technology Services (CITS)
- Mr. Tommie Green, Office Manager/Photographer, Marketing and Communication
- Mrs. Coretta Jackson – Director, Office of Title III Programs
- Dr. Tim Martin – Superintendent, Clinton Public School District
- Dr. Adrian Hammitte – Superintendent, Jefferson County School District
- Mr. Pablo Diaz – President, Vicksburg Warren Economic Development Partnership
- Mr. Patrick Mason – President, Student Government Association
- Mr. Anthony Tuggle – President, Alcorn State University National Alumni Association
- Mr. Landon Bussie – Head Coach, Men’s Basketball
- Mrs. Lijuna Weir – Director, Educational Equity and Inclusion
- Ms. Angela Wynn – Administrative Secretary, School of Business
- Dr. LaDonna Eanochs – Director, Institutional Research
- Dr. LaToya Hart – Director, Institutional Effectiveness and SACSCOC Liaison
- Mr. Alfred Galtney – Director, University Compliance
Campus Site Visit #1: January 28-29, 2021

Campus Site Visit #2: February 16-17, 2021

Campus Site Visit #3: March 16-17, 2021
EVERYONE HAS AN IMPORTANT ROLE

- Strategic Plan Steering Committee – Direction
- Strategic Plan Advisory Committee – Advisory
- Strategic Planning Co-Chairs: Dr. Ontario Wooden & Ms. Roslyn White
- Faculty and Staff – Active Participants in the process through Open Forums
- Foundation Board, Alumni, Community, Business Representatives - Active Participants
- Student Representatives – Active participants
CONSULTANTS ROLE IN THE PLANNING PROCESS

• This is Alcorn State University’s Plan - We are facilitators of the process
• We bring a measure of objectivity to the process
• A large knowledge base from 25 + years of experience
• We provide a data rich, research-based methodology
• We challenge traditional thinking – We want to inspire creative and innovative thinking!
• We provide a national perspective - We work with college and universities across the U.S.
• We ensure that everyone has a chance to have a voice in the process and keep it moving forward

Our goal is to deliver an outstanding plan for ASU!
ON-SITE FACILITATION PROCESS

Consultant Arrives on Campus

Advisory committee

Consultant and PC Members Facilitate Open Forums and Conduct Stakeholder Interviews

Steering Committee Debrief and Direction Toward Next Steps

Consultant Analysis and Planning for Next On-Campus Sessions
Common Strategic Planning Approaches:

- Top-Down
- Bottom-Up

The best solution combines these two approaches to develop a hybrid planning process.

- One of the best ways to achieve this mix is to have a viable planning structure
- One that makes it easy for individuals within the institution to contribute towards the strategic plan
- One that allows senior leadership to convey vision and affirm goal priorities

This combined approach provides the flexibility and support needed to implement a successful plan.
PLAN LOGISTICS

Executive Council (Sponsor) → Consultant → Advisory Committee (Advisors)

Consultant Engagement

Strategic Planning Process

Planning Committee Engagement
THREE PRIMARY CHALLENGES YOU CAN HELP WITH

- Stakeholder Doesn’t Trust Planning
- Stakeholder Doesn’t Think Planning is Necessary
- Stakeholder Doesn’t Think Plans Work or has Planning Fatigue
DEFINITIONS & PLANNING PROCESS

Laying the Groundwork for Strategic Planning
“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.
The current planning process is at the strategic level.
Laying the Groundwork for Strategic Planning
CAMPUS SITE VISIT #1:
JANUARY 28-29, 2021
CAMPUS SITE VISIT #1: JANUARY 28-29, 2021

- The following activities will be conducted or facilitated during the first site visit:
  - Meet with Advisory Committee
  - Conduct SWOT Exercise with Advisory Committee
  - Offer multiple open forums for campus stakeholders to participate in SWOT exercise
  - Meet with Steering Committee

- Follow-up after the campus site visit:
  - SWOT exercise will be available via website for others to complete who could not attend one of the open forums.
  - Consultants will aggregate and analyze SWOT exercise responses into categories in preparation for the next phase of strategic planning.
  - A report will be developed that summarizes all of the responses to the SWOT exercise which will be posted to the strategic planning website.
CAMPUS SITE VISIT #2:
FEBRUARY 16-17, 2021
The following activities will be conducted or facilitated during the first site visit:

- Meet with Advisory Committee to: review SWOT Responses with Advisory Committee & Facilitate Open Forum #2 Exercise (Identify Strategic Issues), review and discuss current and new vision and mission statements. Introduce and discuss trends and best practices.

- Facilitate multiple open forums for campus stakeholders to participate in Strategic Issues Exercise.

- Meet with Steering Committee to: review SWOT, complete Strategic Issues exercise, discuss vision and mission statements, debrief site visit and review next steps. Introduce and discuss trends and best practices.

Follow-up after the campus site visit:

- Strategic Issues exercise is made available via online survey.
- Aggregate and analyze responses to Open Forum #2—Strategic Issues.
- Develop report which summarizes initial strategic issues which have been developed.
- Develop report that summarizes the discussion and suggestions regarding development of vision, mission & core value statements.
- Develop draft strategic goals, vision, mission & core value statements.
- Provide summary report of draft strategic goals and vision and mission statements.
The following activities will be conducted or facilitated during the first site visit:

- Meet with Advisory Committee to: review draft strategic goals, vision, mission and core values. Seek input and feedback on drafts.
- Facilitate multiple open forums for campus stakeholders to review and provide feedback on strategic goals, vision, mission and core values.
- Meet with Steering Committee to: review draft strategic goals, vision, mission and core values. Seek input and feedback on drafts. Review next steps.

Follow-up after the campus site visit:

- Develop online survey to allow additional input on draft strategic goals, vision, mission and core values.
- Develop final report draft of strategic goals vision, mission and core values.
- Integrate input and feedback from final draft report of strategic goals vision, mission and core values.
- Conduct virtual meeting/s to align strategic goals with the development of key performance indicators.
- Submit final strategic goals vision, mission and core values.
STRATEGIC PLANNING QUESTIONS
1) What do you think are the most important reasons are for undertaking a strategic planning effort? Why do you think so?

2) What do you think are the major challenges facing ASU now or in the future?

3) For the strategic planning effort to succeed, what do you think must happen? In other words, what do you think is absolutely necessary for success?

4) What resources or information do you need to participate, plan and reach consensus on the strategic plan?

5) Do you have any other insights, ideas, or suggestions that should be considered during the strategic planning process?
CONTACT INFORMATION:

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TIMELINE

December 2020
- Project Initiation Meetings
- Internal Assessment
- External Assessment

January 2021
- Internal/External Assessment
- Gap Analysis
- Campus Site Visit: SWOT-C

February 2021
- Visioning: Trends and Best Practices
- Vision & Mission Statements & Core Values
- Campus Site Visit: Crafting Strategic Issues

March 2021
- Putting it all together
- Campus Site Visit: Review draft Strategic Goals, vision & mission statements & core values
- Key Performance Indicators

April 2021
- Review & Comment Period
- Completed Strategic Plan

Next Strategic Planning Steering Committee Meeting: January 28-29, 2021