



## MEMO

**DATE:** December 1, 2020  
**TO:** The Alcorn State University Community  
**FROM:** Felecia M. Nave, President  
**RE:** **Alcorn State University Strategic Plan Announcement**

As we prepare for our sesquicentennial year, Alcorn State University is committed to adopting a forward-focused vision that builds on the success of our past while charting the direction for the future. Alcorn's success depends on our ability to think strategically and prepare for a future that has become even more complex as we continue to adapt to this new normal. Developing our strategy for success requires data-informed, inclusive, and collaborative planning that captures the collective voice of our entire campus community and community stakeholders.

A well-defined strategic plan provides an overarching framework by which the University can focus its energy and resources, strengthen overall operations, and ensures that employees and other stakeholders are working toward common goals to achieve intended outcomes and results. Additionally, the strategic plan demonstrates to our regional accreditor, SACSCOC, our commitment to institutional effectiveness and prudent allocation of resources in support of the University's mission and achieving institutional priorities.

I am pleased to announce that Alcorn State University received an award from the Woodward Hines Foundation to support our efforts to develop an innovative and transformative 5-year Strategic Plan. The Alcorn State University Foundation also provided resources which allowed us to leverage the award and hire a consulting firm, The SmithGroup, to work with the campus community in developing a plan that will guide us into the future.

Dr. Ontario Wooden, Provost & Senior Vice President for Academic Affairs has been charged with leading our Strategic Planning efforts as Chair. Ms. Roslyn White, Assistant Vice President for Enrollment Management has agreed to serve as the co-chair. Without question, they will bring exemplary leadership in guiding the University through the development of our 2021-2026 Strategic Plan.

Based on the recommendation of the consultants, I have established the following two committees:

- Strategic Planning Steering Committee
- Strategic Planning Advisory Committee

The Strategic Planning Steering Committee consists of Executive and Senior Leadership members. The Strategic Planning Advisory Committee consists of 25-30 people who represent a broad cross section of the campus, community, alumni, and corporate stakeholders. As the strategic planning process begins, clear expectations regarding timing, responsibilities, and communication are key ingredients to identifying

strategic priorities. A thorough situational and environmental assessment will be performed whereby prioritized initiatives will be assessed. During this process, we must ask ourselves several key questions:

- Does our current vision and mission contain enough specificity to clearly articulate what we do especially well to attract, retain, and graduate students?
- Have we identified our academic, research and programmatic strengths and how our students benefit from the education we offer?
- Have we made the case for why prospective students should attend our institution rather than others?
- Are we able to differentiate our institution from others because we deliver on our promises of excellence?
- What can we do to better align our students' outcomes with workforce expectations?
- Is our institution responding to regional, state, and local economic needs?

A dedicated website will be used to communicate the progression of the planning process and in soliciting feedback. The website is [www.alcorn.edu/2021strategicplan](http://www.alcorn.edu/2021strategicplan) and will be available December 15, 2020. Three focus group sessions will be scheduled for campus participation after we return in Spring 2021. More information to come.

Thank you in advance for your cooperation and participation in developing the 2021-2025 Strategic Plan.