

FORT VALLEY STATE UNIVERSITY

STRATEGIC PLAN
2015
— THROUGH —
2020

The Blueprint for Transformation 2020



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Jessica M. Bailey, PhD

Greetings!

With great pleasure, I share with you the Fort Valley State University Strategic Plan for 2015-2020. This plan represents months of dedicated work and perseverance by scores of individuals from the FVSU communiternity, all of whom have a vested interest in our university's becoming the best that it can be.

Though some might question the value of strategic planning in academia, we at Fort Valley State University believe that planning is essential to survival and success in the challenging environment of the twenty-first century. It serves as a blueprint for how we act, what we believe, and who we are. As we transform our institution into the university described in our vision, we will make this plan come to life in all we do and say.

Fort Valley State University remains the only 1890 Land-Grant University in the state of Georgia and, like all other universities commissioned by the Second Morrill Act, is committed to excellence in undergraduate and graduate education as well as innovation and discovery through research and community engagement at the local, national, and global levels, in addition to educating primarily African-American youth. Of this heritage, we remain proud, as we move to becoming a stronger, healthier, and significantly better university.

Thank you for your continued support and commitment to Fort Valley State University.

Sincerely,

Jessica M. Bailey, PhD
Interim President





Denise W. Eady



B. Donta Truss

Greetings:

It is with great pleasure that we present Fort Valley State University's Strategic Plan for 2015-2020. This plan is very symbolic of the type of teamwork that is needed for future success at FVSU, as this plan would not have been completed without the dedicated work of many stakeholders. This new road map will guide us into the next decade and will ensure the institution is at a better status at that time.

We have embraced new values at FVSU to include: Accountability, Integrity, Excellence, and Engagement. These new values are now at the core of our efforts and will be reflected in all of our actions and future decisions at the institution. These values were vetted for months and we believe these best represent our future.

We say "gracias" to Dr. Jessica Bailey, Interim President, for the fortitude to push us through this arduous task, and to the many faculty, staff, students, alumni, and community members who participated in the planning process, attended multiple open forums and responded to us online or in person. We are especially grateful to the members of the Strategic Planning Committee who selflessly gave of their time and expertise.

The strategic planning process has been robust, and at times, challenging. Out of these tough meetings and fiery discussions came a major emphasis on our 1890 Land-Grant Status. This plan highlights the importance that has been placed on collaborating internally to better embrace and leverage this status. This practice will help FVSU attain its Vision to become a "Top Choice" University in the nation and accomplish its new Mission of transforming students into extraordinary, globally competitive individuals while fulfilling our land-grant mission.

Indubitably, we believe this plan positions Fort Valley State University for much success and we plan to work diligently to guarantee the plan does not become another document to place on the shelf. This is a living document that will be monitored and assessed at least annually and will be the driving force for priorities on the campus.

As we continue our emphasis on becoming a "Top Choice" institution, we encourage you to join us in embracing the exciting opportunities that lie ahead.

Sincerely,

Denise W. Eady, Co-Chair

B. Donta Truss, Co-Chair

CORE PURPOSE, VISION, & VALUES

VISION:

Fort Valley State University will become a TOP CHOICE University in the nation.

CORE PURPOSE/MISSION:

Transforming students into extraordinary, globally competitive individuals while fulfilling our land-grant mission.

VALUES:

Accountability

We take ownership in our role towards accomplishing FVSU's vision. All are personally committed to high achievement and are proactive in rising above circumstances and demonstrating the responsibility necessary for achieving desired results. We are driven to earn trust and respect through continuous improvement and to exceed the expectations of all stakeholders.

Integrity

We are direct, truthful, honest, fair and transparent.

Excellence

We perform our duties to the highest standard and foster a culture of high quality. We offer a current, attractive and credible program portfolio that aims for national recognition and is relevant to contemporary needs.

Engagement

We lead by example through actively supporting and participating in all aspects of Fort Valley State University. We engage in best practices and creating innovative strategies in teaching and learning, scholarship, and cultural enrichment.





PRIORITY

1

Land-Grant Mission Enhancement

STRATEGIC INITIATIVE 1: Grant Collaboration

Action Items

1. Contribute to the strategic goals of the United States Department of Agriculture (USDA) and the 5-yr Plan of Work
2. Further enhance the land-grant mission for the entire campus

STRATEGIC INITIATIVE 2: Professional Development Support

Action Items

1. Support USDA and extension-related grant writing
2. Encourage faculty to teach edTPA (formerly Teacher Performance Assessment), GACE (Georgia Assessments for the Certifications of Educators), and ethics

STRATEGIC INITIATIVE 3: Business and Program Development

Action Items

1. Develop a major in Finance
2. Serve small farmers, ranchers and other related start-up businesses
3. Develop collaborations between Family and Consumer Sciences (i.e. Infant & Child Development) and the College of Education
4. Develop a major in Agricultural Leadership

STRATEGIC INITIATIVE 4: Sustainability

Action Item

1. Establish an integrated farming system

STRATEGIC INITIATIVE 5: Outreach and Community Involvement

Action Item

1. Provide outreach services to farmers and non-campus based clients services through Cooperative Extension

PRIORITY

2

Continuous Improvement

STRATEGIC INITIATIVE 1: Infrastructure Enhancements

Action Items

1. Review allocation of resources (includes technology, facilities, personnel, academic programs, athletic programs, etc.)
2. Review and update policies, procedures, and processes at all levels
3. Review and update employee evaluation process and documentation to ensure alignment with institutional values, policies, and procedures
4. Provide training relevant to job duties at all levels
5. Incentive/Recognition programs (Faculty, Staff, AND Students)
6. Review and update job descriptions
7. Conduct a Salaries Study
8. Model the behaviors we want the students to exhibit (reflecting FVSU values)

STRATEGIC INITIATIVE 2: Improved Customer Service

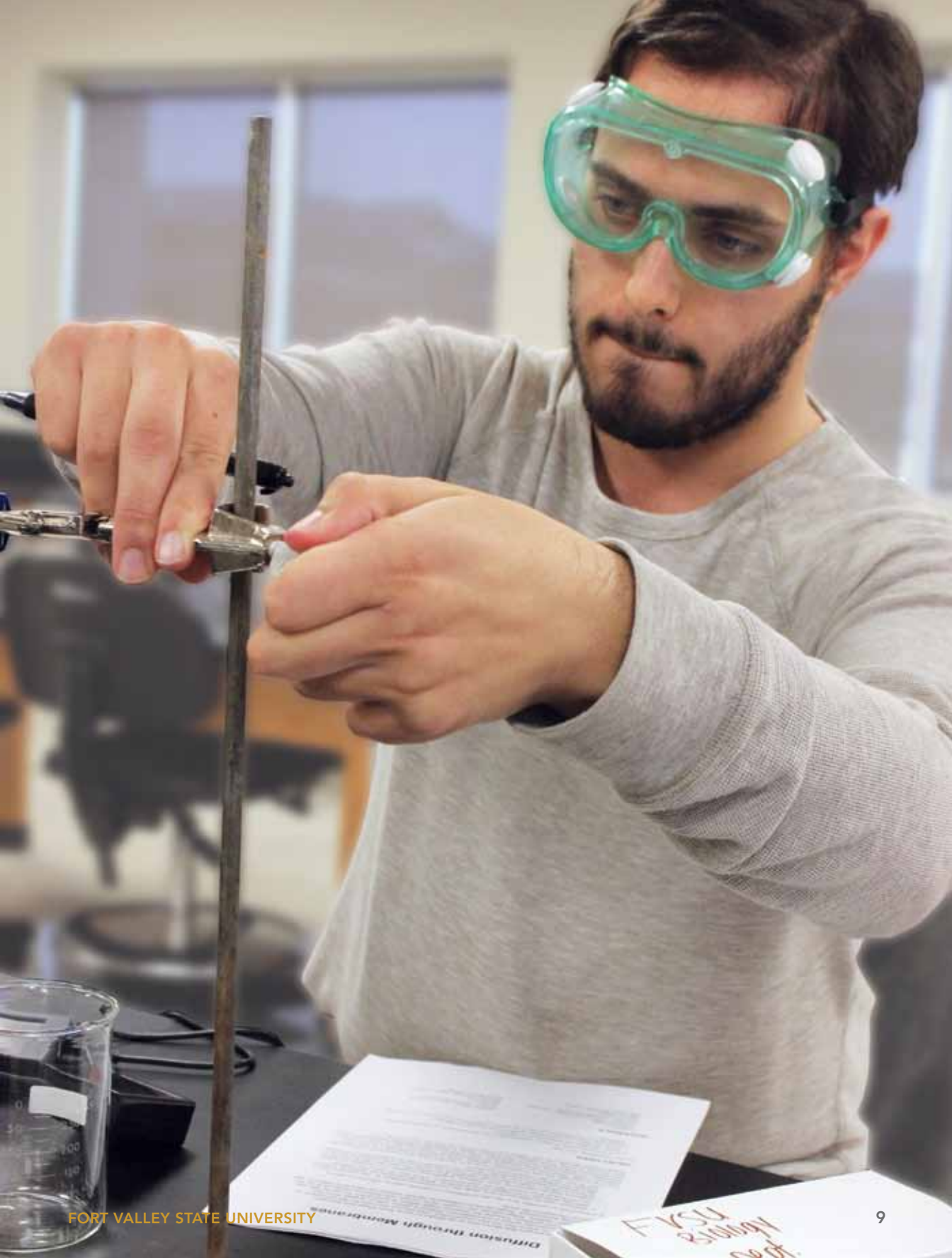
Action Items

1. Implement campus-wide customer service standards
2. Utilize technology to enhance customer service

STRATEGIC INITIATIVE 3: Academic Excellence

Action Items

1. Evaluate current programs for relevance, attractiveness, and credibility
2. Pursue national recognition of programs
3. Pursue national accreditation of programs
4. Produce globally-competitive graduates
5. Increase student/faculty research opportunities
6. Develop alternative strategies to attract quality faculty
7. Improve academic advising outcomes
8. Provide appropriate resources needed to support academically unprepared students
9. Evaluate teaching loads in order to better support faculty research and funding opportunities
10. Research and implement best practices in teaching and learning, to include utilization of technology in the classroom
11. Explore alternative/flexible course design in order to serve a broader population of students
12. Create and implement a student peer tutoring program





PRIORITY

3

Stakeholder Involvement

STRATEGIC INITIATIVE 1: Increase Student Involvement

Action Items

1. Implement student living and learning communities
2. Increase service learning opportunities for students
3. Increase active participation in campus activities (EX: student life activities, athletics, Greek life, professional/discipline-specific clubs & organizations, etc.)
4. Improve indicators of student wellness – mind, body, spirit
5. Increase participation in Internships, COOPs, Study Abroad, and research opportunities
6. Research and implement a mentoring program to engage all stakeholders (can include peer-to-peer)
7. Provide culturally diverse co-curricular experiences for students

STRATEGIC INITIATIVE 2: Increase Faculty Involvement

Action Items

1. Increase active participation in campus activities
2. Work towards 100% giving by faculty to the Annual Fund
3. Increase faculty participation with students in service learning, Internships, COOPs, Study Abroad, and research opportunities
4. Research and implement a mentoring program to engage all stakeholders (can include peer-to-peer)

STRATEGIC INITIATIVE 3: Increase Staff Involvement

Action Items

1. Increase active participation in campus activities
2. Work towards 100% giving by staff to the Annual Fund
3. Provide appropriate levels of staff support to faculty & students in service learning, Internships, COOPs, Study Abroad, and research opportunities
4. Research and implement a mentoring program to engage all stakeholders (can include peer-to-peer)

**STRATEGIC INITIATIVE 4:
Increase Alumni Involvement**

Action Items

1. Increase active participation in campus activities
2. Increase giving among alumni
3. Engage with students in a mentoring program

**STRATEGIC INITIATIVE 5:
Increase Community Involvement**

Action Items

1. Encourage community investments that support student life immediately surrounding the FVSU campus
2. Increase engagement with students via service learning, internships, COOPs, etc. opportunities

PRIORITY

4

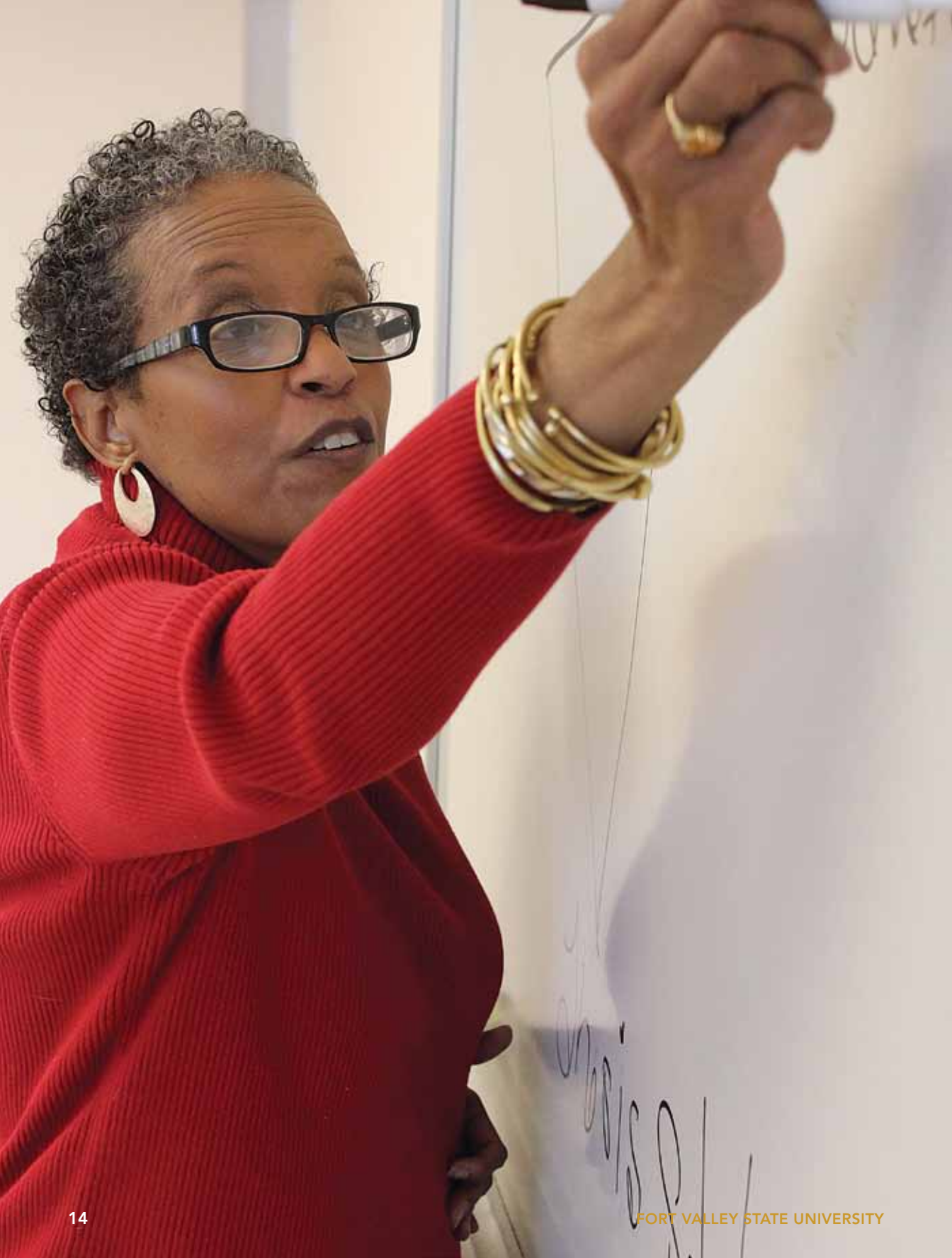
Financial Sustainability

**STRATEGIC INITIATIVE 1:
Increase Additional Funding**

Action Items

1. Explore corporate sponsorship opportunities
2. Encourage entrepreneurship on behalf of FVSU by Faculty/Staff/Students
3. Develop stronger relationships with key individuals at the University System of Georgia and State Legislature to advocate on behalf of FVSU
4. Evaluate feasibility of a Capital Campaign
5. Increase number of qualified grant application submissions
6. Set goals for Annual Fund giving by stakeholder group
7. Make it easier for stakeholders to give, especially for small gifts
8. Increase major gifts (\$25k +)
9. Implement donor recognition programs
10. Increase scholarship funding (academics, athletics, music, etc.)





PRIORITY

5

Institutional Branding

STRATEGIC INITIATIVE 1: Leverage Institutional History

Action Item

1. Create/update a Marketing Plan to leverage institutional history (HBCU, Land-Grant, etc.)

STRATEGIC INITIATIVE 2: Leadership Development

Action Items

1. Developing leadership qualities
2. Develop job-specific mentoring programs



For full details and a complete look at the FVSU strategic plan please visit the FVSU strategic planning website at:

<http://www2.fvsu.edu/home/administration/office-of-academic-affairs/irpe-2-2/institutional-planning/new-strategic-planning/>

FORT VALLEY STATE UNIVERSITY
2015 FVSU Strategic Plan Guiding Committee

Name	Type of Stakeholder	Name	Type of Stakeholder
Bailey, Jessica	Interim President	Latimore, Mark	Assistant Vice President, Cooperative Extension
Ballard, Ashley	Director, Graduate Admissions	Lee, Andrew	Fine Arts & Director, Undergraduate Research
Barnard, Mary	Faculty - English & Foreign Languages	Mack, James	Chair, Faculty Senate FY15
Berry-Johnson, Pamela	Director, Marketing & Communications	McCarthy, Don	Institutional Research, Planning & Effectiveness, Co-Chair
Booker, Johnnie	FVSU Foundation Member	McLaughlin, Fred	Faculty - Biology
Boston, Edward	Director, Alumni Affairs	Mehan, Uppinder	Dean, College of Arts & Sciences
Carter, Melody	Vice President, External Affairs & Executive Director FVSU Foundation	Miller, Gary	Director, Information Technology
Crew, Dewayne	Associate Vice President of Facilities	Morgan, Chief	Director, Campus Police & Safety
Crumbly, Isaac	Associate VP for Careers & Collaborative Programs & CDEP Director	Morris, Melvin Doug	President, FVSU National Alumni Association
Davis, Edward	Global Initiative Council	Moten-Thomas, Joy	Chair, Staff Council
Davis, Josephine	Chair, Faculty Senate FY16	Murfree, Joshua	Director, Intercollegiate Athletics
Dhir, Sarwan	Faculty & Associate Director, Undergraduate Research	Murty, Komanduri	Faculty - Behavior Science, Chair, Behavioral Sciences
Dodd, Celia	Faculty - Biology	Noble, Linda	University System of Georgia Representative
Eady, Denise	Chief Compliance Officer & Co-Chair	Sianjina, Rayton	Interim Provost & VP Academic Affairs
Fields, Meigan	Faculty - History, Geology, and Political Science & Director FVSU Honors		Dean, College of Graduate Studies & Extended Education
Gyapong, Samuel	Faculty, Chair, Business & Economics	Simmons, Washella	Faculty English & Foreign Languages
Harris, Angela	Vice President, Student Success & Enrollment Management	Smyre, Calvin	Representative, Georgia House District 135
Haywood, Jerry	Faculty - Behavior Science		FVSU Foundation Chairman, FVSU alumni
Hill, Ariel	Former President, Student Government Association/Alumni	Soliz, Christine	Faculty - English & Foreign Languages
Hill, Edward	Dean, College of Education	Stripling, Dorothy	Chief Fiscal Officer
Howard, Kenneth	Athletic Supporter & Alumni	Thomas, Kelwyn	Global Initiative Council Representative
Johnson, Evelyn	Secretary, FVSU National Alumni Association	Toppin, Ian	Director, QEP
Jones, Charles	Chief Legal Counsel & Director, Government Relations	Truss, Donta	Institutional Research, Planning & Effectiveness & Co-Chair
Joshee, Nirmal	Faculty - Ag Research	Velez, Moises	Community Representative
Kannan, Govind	Dean, College of Agriculture, Family Sciences & Technology	Williams, Barbara	Community Representative
Keese, Wallace	Dean of Students	Williams, LuWanna	Associate Director of Intercollegiate Athletics
Kenney, Kristie	Director, FVSU Foundation	Wilson, DeLisa	Director, Office of Sponsored Programs
Kouakou, Brou	Faculty - Ag Research		





FORT VALLEY STATE UNIVERSITY

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