



Agenda

Fort Valley State University

Strategic Planning Steering Committee Meeting

Huntington Hall Gallery

August 7, 2019 | 10:00 a.m. to 11:00 a.m.

- **Introductions**
- **President's Charge to Strategic Planning Steering Committee**
- **Strategic Planning Process**
 - Overview of Work Plan
 - Key Roles/Responsibilities
 - Strategic Planning Guiding Principles
 - Strategic Planning Process Flow
 - Strategic Plan Components
- **Next Steps**
 - Meeting Schedule
 - Environmental Scan/SWOT Analysis
 - Faculty and Staff Institute



STRATEGIC PLANNING 2020-2025 STEERING COMMITTEE

Fort Valley State University

NAME	CONTACT INFORMATION	AFFILIATION
Dr. Govind Kannan	Govindak@fvsu.edu	FVSU, Administrator
Dr. Sarwin Dhir	Dhir0@fvsu.edu	FVSU, Faculty/Director of Undergraduate Research
Dr. Felicia Jefferson Co-Chair	jeffersonf@fvsu.edu	FVSU, Faculty
Dr. Olufunke A. Fontenot Co-Chair	Olufunke.fontenot@fvsu.edu	FVSU, Chief of Staff
Dr. Greg Ford	Gregory.ford@fvsu.edu	FVSU, Dean
Dr. Andrew Lee	leea@fvsu.edu	FVSU, Faculty/Associate Director of Undergraduate Research
Mr. Dexter Odom	Dexter.odom@fvsu.edu	FVSU, CBO
Dr. Meigan Fields	Fieldsm@fvsu.edu	FVSU, Faculty/Honors Program Director
Mr. Jesse Kane	kanej@fvsu.edu	FVSU, VP for Student Affairs and Enrollment Management
Mr. Cedric Mobley	mobleyc@fvsu.edu	FVSU, Director, Marketing and Communication
Attorney Gracie Barksdale	3715 Winfield Court Atlanta, GA 30331 404.349.5420 gracybarksdale@bellsouth.net	Alumni (Criminal Justice 1983)
Jillian Bowen	Project Manager Development Authority of Peach County 425 James E Khoury Drive, Unit B PO Box 935 Fort Valley, Georgia 31030 478.825.3826 http://www.growitsweeter.com	Community Representative

MGT Strategic Planning Team

- Fred Seamon, Ph.D. Executive Vice President/Project Director
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- Ashley Crandall
- Diana Goldstein
- Ray Thompson, Ph.D.





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- Reggie Smith



TASK	ACTIVITIES	COMPLETION TIMEFRAME	DELIVERABLE(S)
1. PROJECT KICKOFF / INITIATION	<ol style="list-style-type: none"> 1. Schedule and facilitate onsite meetings with the President and Senior Leadership Team to review project objectives, expectations, communication protocols, and reporting requirements. 2. Assist if needed in developing communication to the campus community and key stakeholders about the strategic planning process. 3. Collaborate with the Office of the President in establishing a Strategic Planning Steering Committee or work group. 4. Participate in the Annual Administrative Retreat. 5. Finalize work plan and schedule for the strategic planning process. 	<ul style="list-style-type: none"> ▪ May - June 	<ul style="list-style-type: none"> ▪ Onsite meetings with the President and Senior Leadership Team. ▪ One-On-One meetings with the Senior Leadership Team (June 24) ▪ Presentation at the 35th Annual Administrative Retreat. (June 26) ▪ Work plan and schedule. ▪ On-going project coordination and project management.
2. ENVIRONMENTAL SCAN / SWOT ANALYSIS	<ol style="list-style-type: none"> 1. Collect and review existing materials, data, reports, plans, and other source documents pertinent to the strategic planning process. 2. Identify peer institutions for benchmarking purposes. 3. Gather and analyze input from the entire campus community through interviews, meetings, focus groups, and a web-based survey. This process will include: <ul style="list-style-type: none"> – Administrators – Staff – Faculty – Students – Alumni – Key Stakeholders – Collect and analyze data on local, state, and national trends and issues that may impact the University. 4. Prepare and submit Environmental Scan/SWOT Analysis. 	<ul style="list-style-type: none"> ▪ August - November 	<ul style="list-style-type: none"> ▪ Interviews, meetings, focus groups, and survey. ▪ Environmental Scan/ SWOT Analysis. ▪ On-going project coordination and project management. ▪ Participation in the Faculty and Staff Institute. ▪ Strategic Planning Steering Committee Meeting(s).



TASK	ACTIVITIES	COMPLETION TIMEFRAME	DELIVERABLE(S)
3. DEVELOP STRATEGIC PRIORITIES	<ol style="list-style-type: none"> 1. Prepare agenda and materials for facilitated strategic planning meetings. 2. Conduct facilitated strategic planning meetings with strategic planning committee to address University mission, vision, and values and to reach consensus on strategic priorities. 3. Prepare draft mission, vision, values statements for review and comment. 4. Work with the Strategic Planning Steering Committee to revise/refine priorities and come away with no more than five major strategic priorities. 5. Reach consensus on final strategic priorities. The strategic priorities that are agreed upon will be used to develop strategic plan goals, objectives, and strategies that will be included in the University's strategic plan. 	<ul style="list-style-type: none"> ▪ November - January 2020 	<ul style="list-style-type: none"> ▪ Strategic Planning Steering Committee Meeting(s). ▪ Updated Mission, Vision, and Values statements. ▪ Strategic Priorities Summary. ▪ On-going project coordination and project management.
4. STRATEGIC PLAN DEVELOPMENT	<ol style="list-style-type: none"> 1. Conduct facilitated strategic planning meetings related to development of a strategic plan. 2. Prepare a draft strategic plan document based on the results and outcomes of former activities that include mission, vision, and values statements and goals, objectives, and strategies. 3. Conduct work session to discuss draft and determine necessary revisions. 4. Revise and submit draft strategic plan for review and comment. 5. Finalize strategic plan document and supplementary materials and submit to the President. 6. Deliver the final plan and facilitate a presentation for the President and Cabinet. 	<ul style="list-style-type: none"> ▪ January - March 2020 	<ul style="list-style-type: none"> ▪ Strategic Planning Steering Committee Meeting(s). ▪ Draft Strategic Plan. ▪ Final Strategic Plan. ▪ Presentation of Plan. ▪ On-going project coordination and project management.



STRATEGIC PLAN GUIDING PRINCIPLES

The following parameters will guide development of Fort Valley State University's (FVSU) Strategic Plan.

The strategic plan must be bold but realistic and practical.

- ➔ The plan should be a bold, dynamic, i.e., a living, breathing document that help FVSU direct its efforts and resources toward a clearly defined vision for the future.
- ➔ The strategic planning process should be transparent and inclusive and consider or account for major "PEST" factors.
- ➔ The plan should address the most critical and strategic issues and priorities confronting FVSU.
- ➔ The plan should set forth a clear direction and goals for the next five years.
- ➔ The plan should not include unrealistic goals/actions that cannot be met or implemented.

The plan should establish a vision for Fort Valley University's future.

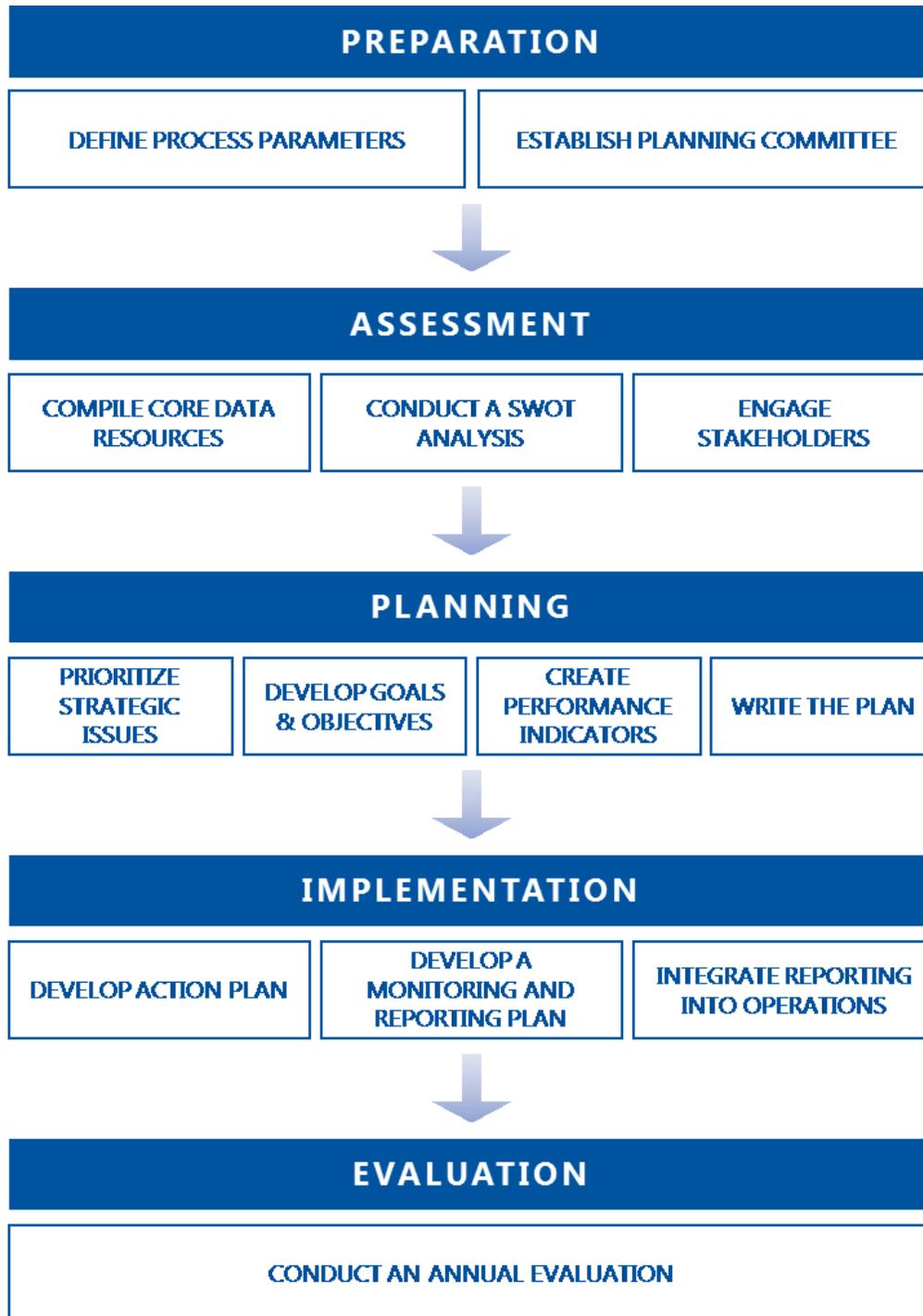
- ➔ What is the best possible future for Fort Valley State University?
- ➔ What does success look like for FVSU 10 years from now?

The plan should build consensus on Fort Valley State University's mission.

- ➔ Over the next 5 to 10 years, in what ways should FVSU's mission evolve or change?

The goals in Fort Valley State University's plan should be bold, attainable, and supported by strategies, objectives, resource requirements, and accountability mechanisms.

- ➔ What are the most strategic goals?
- ➔ What are the major strategies for achieving goals, clearly expressed in the plan's objectives?
- ➔ What actions or groups of actions will be undertaken to implement strategies and achieve objectives?
- ➔ What benchmarks or milestones should measure FVSU's progress?
- ➔ What resources will be needed to achieve desired outcomes?
- ➔ Where does the "buck" stop relative to implementing the plan?





PROPOSED STRATEGIC PLAN COMPONENTS

"title/tag line" and time period range

- A. President's Message** One page that highlights the importance of the strategic plan as a road map for the future, including how it aligns with Fort Valley State University's vision, mission, and values and how it challenges FVSU to take full advantage of future opportunities to become an organization known for excellence in all aspects of its operations and education service delivery.
- B. Strategic Plan Steering Committee Acknowledgement** One page that acknowledges the work of the Strategic Planning Steering Committee in guiding and "championing" the strategic planning process. Includes a list of committee members.
- C. Introduction** Two to four pages maximum that includes an overview of the strategic planning process, the role of the Strategic Planning Steering Committee, alignment of the strategic plan with other initiatives, organizational priorities, and how the plan will be used to focus and guide FVSU over the next five years.
- D. Vision, Mission, Values** Brief discussion of vision, mission, and values that serve as a public declaration of the FVSU's purpose, strategic priorities, the principles on which it stands and its vision for the future.
- E. Environmental Scan/SWOT** Provides an overview of FVSU's challenges/opportunities and its strengths and weaknesses based on the results of the environmental scan/SWOT Analysis. Additionally, this section will focus on the FVSU's assets that align with the issues, goals, and strategies that follow in the next section.
- F. Strategic Issues, Goals, Objectives, Strategies** This is the heart of the strategic plan. This section will include the final goals, objectives, and strategies developed in partnership and collaboration with the Strategic Planning Steering Committee.
- G. Infrastructure/Support Resources/Implementation Framework** This section will provide the framework, infrastructure, resources, and accountability for implementation and monitoring of the strategic plan.