

STRATEGIC PLANNING DETAILS

18 SEPTEMBER 2015 MEETING OF THE UNIVERSITY SENATE

Georgia College 2020

Overview of Strategic Planning Process and Committees

Georgia College will focus on developing a new strategic plan during this academic year. To accomplish this important undertaking, a number of working committees will be necessary including the following:

- Strategic Planning Steering Committee
 - Will oversee the process, conduct a review of the mission, and write the final report
- Student Quality and University Distinction Committee
- Academic Programs Committees
 - Undergraduate
 - Will focus on majors and minors, accreditation, and the core
 - Graduate/professional
 - The Liberal Arts Renewal Project (LARP)
 - International Education
 - Will focus on study abroad, international recruitment, and related topics
- Faculty Committee
- Staff Committee
- Academic Support Committees
 - Library
 - Student Success
 - Facilities
- Financial Resources Committee
 - Will address budget, capital campaign, auxiliaries, and grants and sponsored projects
- Outreach and Community Engagement Committee
 - Will address Cb-EL, the GIVE Center, and outreach units such as Extended University and the Science Education Center
- University Advancement Committee
 - Will focus on alumni, scholarships, and endowment
- Campus Life Committee
 - Focus on co-curricular programs, residence life, student life, athletics, and intramurals

Strategic planning committees will be asked to address the question: What would have to happen to make Georgia College the preeminent public liberal arts institution in 10 years? An overarching projection of the scenario in 10 years (2025) will be provided to the committees. Committees should consider this possible 2025 future while preparing a strategic plan to serve the university from 2016-2020. Committee chairs, as experts in their respective fields, will provide committee members with a seminal article or two on the future of their fields. Each committee will then be responsible for developing more specific future scenarios for their individual areas of responsibility. Based on these future scenarios, committees will develop no more than 3-5 challenging—yet actionable and realistic—goals and objectives to help the university progress toward becoming a preeminent public liberal arts institution. All goals and objectives must be measurable and will be measured on an annual basis. A dashboard of data will be created and compared with new data obtained each year and at the end of the plan in five years. Committees will meet on at least a monthly basis, if not more frequently, with a significant amount of work between meetings. Committee reports will be due no later than March, 2016.

Georgia College 2020 Strategic Planning Outline

- Where are we now?
 - Liberal Arts Mission
 - Enrollment
 - Prestige (faculty, students, rankings)
 - Graduate Education
 - Facilities
 - Financial Situation
 - Library Usage
 - Diversity and Inclusion

- Vision as a Public Liberal Arts Institution (This ties to every element of plan.)

- Environment of the Future
 - A brief overarching projection of the scenario in 2025 will be provided to the committees. Committees should consider what Georgia College's environment might be like in 2025 while preparing a strategic plan to serve the university from 2016-2020.
 - Each committee will then be responsible for developing more specific future scenarios for their individual areas of focus.

- Where are we headed? Each committee should address this question: What would have to happen in the following areas to make Georgia College the preeminent public liberal arts institution in 10 years?
 - Expectations for student quality and university distinction
 - Academic Programs
 - Undergraduate
 - Majors and Minors
 - Accreditation
 - Core
 - Graduate/Professional
 - The Liberal Arts Renewal Project (LARP)
 - International Education
 - Study Aboard
 - International Recruitment
 - Faculty
 - Staff
 - Academic Support
 - Library
 - Student Success
 - High Impact Practices
 - Facilities
 - Financial Resources
 - Budget
 - Capital Campaign

- Auxiliary Services
 - Grants and Sponsored Projects
- Outreach and Community Engagement
 - Extended University
 - Give Center
 - Cb-EL
 - Science Education Center
- University Advancement
 - Alumni
 - Scholarships
 - Endowment
- Campus Life
 - Co-curricular
 - Residence
 - Student Life
 - Intramurals and Athletics

Georgia College 2020 Strategic Planning Committee Structure

- Strategic Planning Steering Committee
 - Mission Review
- Student Quality and University Distinction Committee
- Academic Programs Committees
 - Undergraduate
 - Graduate/professional
 - The Liberal Arts Renewal Project (LARP)
 - International Education
- Faculty Committee
- Staff Committee
- Academic Support Committees
 - Library
 - Student Success
 - Facilities
- Financial Resources Committee
- Outreach and Community Engagement Committee
- University Advancement Committee
- Campus Life Committee

Georgia College 2020 Strategic Planning Timeline

Establish committees

August/September, 2015

- Identify committee members and invite participation
- Work with University Senate and deans to identify additional faculty participants

- Develop and deliver committee charges

Committee work	September, 2015-March, 2016
Campus communication regarding strategic planning	Monthly
Committee reports due	March 2016
Final report due	April 2016
Communication of final report	April 2016

Georgia College 2020 Key Points

- Each committee should address the question: What would have to happen to make Georgia College the preeminent public liberal arts institution in 10 years?
- An overarching projection of the scenario in 10 years (2025) will be provided to the committees. Committees should consider this possible 2025 future while preparing a strategic plan to serve the university from 2016-2020.
- Committee chairs, as experts in their respective fields, should provide committee members with a seminal article or two on the future of their fields.
- Each committee will then be responsible for developing more specific future scenarios for their individual areas of responsibility.
- Each of the three university-wide committees (expectations for student quality and university distinction, faculty, staff) will include OIED representatives to ensure that diversity and inclusion are infused throughout the plan.
- Each committee should develop no more than 3-5 actionable and realistic goals and accompanying objectives. At the same time, the committees should strive to develop challenging goals to help the university progress toward becoming a preeminent public liberal arts institution.
- All goals and objectives must be measurable and will be measured on an annual basis. A dashboard of data will be created and compared with new data obtained each year and at the end of the plan in five years.
- The Steering Committee will be an ongoing, standing strategic planning committee that will ensure that the strategic plan is not static and that success in meeting goals is assessed on an annual basis and goals are modified as needed.
- During the planning process, the Steering Committee will facilitate once-a-month update sessions for the campus community and will utilize electronic communication and surveys of faculty and staff to garner input into the plan. Update sessions will be available to the campus community via WebEx.
- Once developed, the strategic plan and annual benchmarks will be available to the campus community on the Institutional Research web pages.