



Agenda

Fort Valley State University

Strategic Planning Steering Committee Meeting

Huntington Hall Gallery

September 5, 2019 | 12:30 p.m. to 1:30 p.m.

- **Agenda Overview/Expected Outcomes**
- **Status Update**
 - Workplan
 - Website Development
- **Discussion/Decision Items**
 - Administrative Retreat/Faculty & Staff Institute SWOT Summary
 - Draft Strategic Plan Survey
 - Proposed Meeting Dates
- **Next Steps**
 - Environmental Scan/SWOT Analysis
 - Next Meeting



STRATEGIC PLANNING 2020-2025 STEERING COMMITTEE

NAME	Contact Information	Affiliation
Dr. Olufunke A. Fontenot Co-Chair	Olufunke.fontenot@fvsu.edu	FVSU, Interim Chief of Staff
Dr. Felicia Jefferson Co-Chair	jeffersonf@fvsu.edu	FVSU, Assistant Professor of Biology and Director, Neuroscience and Bioengineering Laboratories
Dr. Govind Kannan	Govindak@fvsu.edu	FVSU, Vice President for Land-grant Affairs and Economic Development
Dr. Sarwin Dhir	Dhir0@fvsu.edu	FVSU, Professor of Plant Biotechnology, Department of Agricultural Sciences
Dr. Greg Ford	Gregory.ford@fvsu.edu	FVSU, Dean, College of Arts & Sciences
Dr. Andrew Lee	leea@fvsu.edu	FVSU, Associate Director of Undergraduate Research
Mr. Dexter Odom	Dexter.odom@fvsu.edu	FVSU, Vice President for Business and Finance
Dr. Meigan Fields	Fieldsm@fvsu.edu	FVSU, Associate Professor of Political Science and Director, Honors Program
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	gracybarksdale@bellsouth.net	Alumni (Criminal Justice 1983), Attorney, Atlanta, GA
Jillian Bowen	peachcountydevelopment@ymail.com	Community Representative, Peach County Development Authority

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.
- 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. (In-process) ▪ 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 FVSU?
- ➔ 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?