



University Strategic Planning Committee | Newsletter #3

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Preparing for SPC Kick-off Event

We're looking forward to the August 16 meeting (11:30-2:00 in College of Law 304) and hope you are, too! We will be joined by the President and Provost. The agenda includes an update on our progress so far, an introduction to new members of the team, and a presentation from the research group on what themes are emerging from their analysis of the focus group data. This will provide the basis for a preliminary discussion of our work plan for the fall semester. Equally important: lunch will be served!



Strategic Plans of Peer Institutions

As we embark on this strategic planning process, there is value in understanding how peer universities have crafted their own strategic plans. This can help us consider how to strengthen our own work in similar strategic areas but also determine what features may distinguish GSU as uniquely capable in areas we want to build upon.

Sample strategic plans from peer universities are available in the strategic planning committee's [Teams site](#). Several of these universities serve a similar geographic region as GSU, while others are large public or private research universities in other parts of the United States. (see next page)

Update on Summer Progress

During spring and summer, we had great engagement from our campus in the strategic visioning process.

We held **45 focus groups** around GSU, including all academic units and key administrative areas. A total of **432 faculty and staff** participated in these sessions!

In addition, we are holding external stakeholder groups to learn more about how those connected to us see our progress and potential. To date, we have held groups with five →



Among 10 of our peer institutions, most have 3-6 strategic goals, with an average of 5, but most commonly 6. The vast majority have at least one goal related to student success and/or access and at least one goal related to research. Another common goal is related to engaging with and impacting the local/regional/global community.

Less often, these universities have strategic goals related to inclusive excellence, high quality teaching and learning, increasing the reputation of the school, ensuring the financial health of the institution, or building a sense of campus community.

Some example goals:

- For student success: "Increase participation in postsecondary education and ultimately increase baccalaureate degree production" (ASU);
- For research: "Growing research, innovation and entrepreneurship" (UGA);
- For inclusive excellence: "Diversity driving excellence: Translate our value philosophy of diversity and inclusion into practices related to excellence and success" (VCU);
- For community engagement & impact: "Social responsibility: Serve as an exemplar for equitable and inclusive community engagement" (University of Houston).

Georgia Tech has a particularly unique approach where their goals – such as "Amplify Impact", "Champion Innovation," "Expand Access", and "Cultivate Well-being" – were worded broadly enough that they could be used to form objectives that applied to many different aspects of university work. Instead of focusing on reputation per se, Georgia Tech had a goal of "Lead by Example: Lead and inspire by example by creating a culture of deliberate innovation in all our practices and be an example of efficiency, sustainability, ethics, equity, and inclusion."

To review the strategic plans of peer universities, visit the Strategic Planning Committee site on Teams, under the folder [Sample Plans Other Universities](#).

academic areas, and have groups schedule through August. At the August 16 kick off meeting, we will hear from the Research Team that is analyzing the focus group data about predominant themes that emerged. It's really exciting to see the level of engagement that is taking place as people around our university consider the next chapter of GSU!



Summer Reading

Spring 2022 COACHE Action Plan Report

In Spring 2022, the GSU Office of the Provost published a follow-up *COACHE Action Plan Report* to provide an update on steps GSU has been taking in response to the COACHE survey results. This report:

- Provides an overview of the COACHE process and summarizes GSU's strengths and areas for growth;
- Discusses progress on university-level action plans, including those related to benefits and salary; service work; mentoring; appreciation & recognition; faculty recruitment, retention & belongingness; and support for research / creative work.

Check out the [Action Report here](#).

Clarkston Summit

On May 14, 2022, the Clarkston Summit was held at the Clarkston campus of Perimeter College and sponsored by the Prevention Research Center (SPH) and the Clarkston Center for Community Engagement (PC). The event was moderated by Clarkston Mayor Beverly Burks and included panels, a lunchtime expo of local organizations, COVID vaccine distribution efforts, culturally and linguistically adapted CPR training, and subsequent working sessions on issues named as priorities by the community. Key issues identified included addressing the needs of resettled communities, education and early learning, health, employment, mental health, and housing. Example solutions on each topic are provided in the report, [accessed here](#).

Report from New America

New America has published its sixth annual survey on higher education. Some of the key findings include:

- In recent years, there has been a decline in the proportion of Americans who think colleges and universities are having a positive effect on the way things are going (55% agreed in 2022).
- Most individuals (64%) continue to think that adults in the U.S. need some sort of postsecondary credential to ensure financial security, and 76% think that education beyond high school offers a good return on investment.
- The vast majority (85%) of adults believe that community colleges contribute to a strong workforce. The rates are 78% for public four-year colleges and 72% for minority-serving institutions.
- Only 52% of adults believe that students can access high-quality, affordable college education.



Learn more by visiting the [New America report](#).

Trends in Higher Education

Hanover Research has published a report that details new and continued priorities for higher education in 2022. Among the trends they identify:

- Universities and colleges must respond to the need to prepare students for a new era of work and upskilling, including via strategies such as transforming educational offerings, modifying tuition structures, and offering in-demand credentials.
- Incoming students will be more diverse and less tied to a place or time, requiring increased flexibility with how they apply, are admitted, are onboarded, and engage with enrollment services.
- There will be increasing focus on the value of the university/college brand, rather than prestige. Universities will increasingly be highlighting unique features and investment benefits of a degree or credential.
- Colleges and universities will be looking for new ways to support their financial stability, including streamlining costs and identifying grant funding opportunities.
- Higher education will be looking for ways to measure progress on diversity, equity, and inclusion efforts, closing equity gaps, and increasing belonging on campus.

Read more about these trends by browsing the [Hanover Research report on Teams](#).

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