

## Lehman College

The City University of New York

### 2020-2025 STRATEGIC PLANNING WORKSHOP

October 21, 2019

# LEHMAN COLLEGE: CHARTING OUR FUTURE



#### FRAMING THE FUTURE

2020-2025 STRATEGIC PLANNING WORKSHOP

October 21, 2019

Dr. Daniel Lemons
President

#### LEHMAN COLLEGE: CHARTING OUR FUTURE



#### **All in the Game**

- planning is necessary and planning won't work
- change cannot be engineered and change will always occur
- there are at least two kinds of planning -- long-range and short-range
- long-range planning is the more glamorous and intellectually respectable because both its vision and its mechanisms are grand



### Long-term vs. Short-term Planning

The trouble with long-range planning is that it almost never works, in part because the object of your analysis will not stand still and wait for the process to complete itself

2019 Strategic Planning



### Long-term vs. Short-term Planning

Bennis recommends an "incremental-reform model," that is, a model of making changes that do make some difference but not all the difference, for if you promise (or, rather, threaten) to make all the difference, many in the organization will interpret what you are doing as an assault on their professional legitimacy.



### Can we make a plan that:

- doesn't just sit on a shelf?
- is dynamic and can adapt to the changes that will take place over a six year period of time?
- is actually worth the time and effort we will put into it?

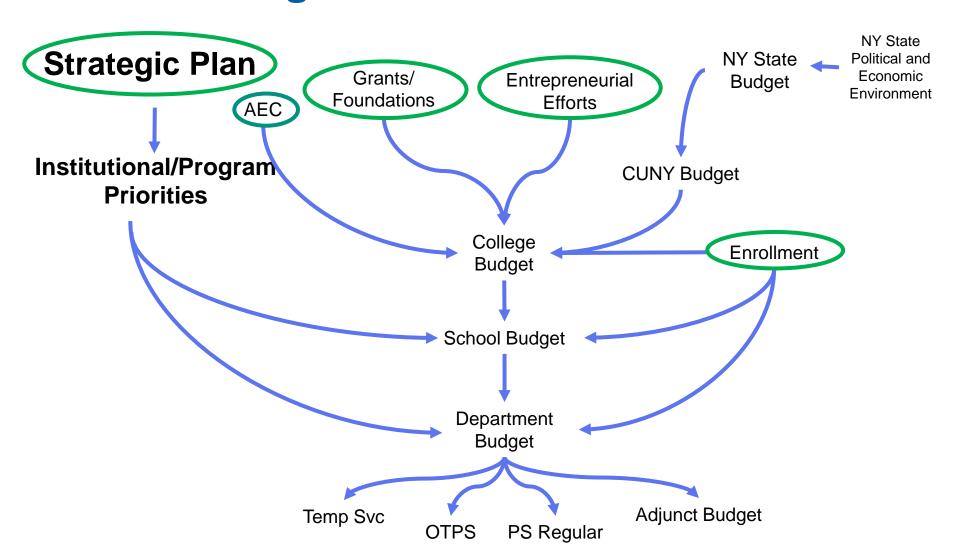


### What will the plan be good for?

- guide program change and creation?
- direct budget allocations?
- keep us focused on the Values,
   Mission, and Vision (VMV)?
- support accreditation?



#### The Strategic Plan and Resource Allocation





#### How does the SP fit with the PMP?

- CUNY's Performance Management
   Process (PMP) annual goal-setting
   process for 2020-2024
- links to planning and goal setting by CUNY, its colleges and schools and measures annual progress toward key goals



#### How does the SP fit with the PMP?

- reports to Chancellor Felix Matos
   Rodriguez
- we don't want to be wildly aspirational
- but, we want to stretch in a way so we do better than we have been doing



### This year?



#### Specific targets in the coming five years

- retaining and graduating students through programs like ACE
- going from 9% to 12% to 15% to 18% above our predicted graduation rates
- setting numerical goals for diversifying the faculty



#### Specific targets in the coming five years

- reshaping the curriculum and revitalizing the pedagogy
- adding new avenues to a degree like a weekend/evening college
- more external funding for projects and initiatives



1. What are our unique contributions that will help remedy the increasingly extreme socioeconomic disparities?



2. As we increasingly emphasize career-readiness, how do we continue to embrace our commitment to the liberal arts as foundational?



3. Do we understand our diversity and have we delved beyond the surface appearance of including everyone equally?



4. Where is the Lehman balance point for student success and faculty and staff success?



5. What is our responsibility and role in addressing the climate crisis that is an unprecedented environmental threat and a mega-amplifier of social injustice.



6. What is our distinctive way to improve the quality and quantity of learning?



7. How can Lehman use interdisciplinarity to amplify its strengths in teaching, research and creative work?



8. How should innovation, technology, and more data fundamentally reshape and expand educational and scholarly possibilities?



9. What are our resource capacities (human, facilities, finances...)?



10. How can our vocabulary help us identify our distinct features?



# Framing the Future

2020-2025 Strategic Planning Workshop



# Framing the Future

Thank you for what you have done, and will do to sustain the momentum of Lehman College and help it fulfill its promise.



# OPERATIONALIZING OUR WORK

2020-2025 STRATEGIC PLANNING WORKSHOP

October 21, 2019

Dr. Peter O. Nwosu Provost and Senior Vice President for Academic Affairs and Student Success

#### LEHMAN COLLEGE: CHARTING OUR FUTURE

### THE DAY

TIME	TOPIC
10:00 am	Opening Remarks: Strategic Plan
10:20 am	Lehman College: Charting Our Future
NOON	Working Lunch
1:45 pm	Next Steps & Closing Remarks



#### THE WEEK: FORUMS

- Community Partners (10/22)
- Alumni (10/22)
- President's Advisory Board 10/23)
- ALL Task Force Meeting (10/23)
- Student Forum (10/23)
- Steering Committee (10/24)



### **Guiding Statements**

VALUES / MISSION / VISION (VMV)



- 1 Faculty and Student Success
- 2 Program and Curriculum
- Enrollment and Student Success
- Revenue and Facility Optimization
- 5 Institutional Effectiveness
- Diversity and Campus Climate
- 7 Anchor Institution





#### **STEERING COMMITTEE**

Ronald Bergmann

Zoila Morell





OILLININ	COLLEGE LEHMAN COLLEGE
Peter Nwosu/Chair	Provost and Senior Vice President for Academic Affairs & Student Success
Anne Rice/Co-Chair	Chair, General Faculty/Assistant Professor, Africana Studies
Alicia Georges	Professor/Chair, Nursing
Carl Mazza	Professor/Chair, Social Work
Dawn Ewing Morgan	Chief Diversity Officer and Executive in Charge for Human Resources
Dene Hurley	Professor/Chair, Economics and Business
Donald Sutherland	Academic Assessment Manager, Academic Programs
Elin Waring	Interim Dean, School of Health Sciences, Human Services & Nursing/Professor, Sociology
Gladys Maldoon	Deputy to the President
Gaoyin Qian	Interim Dean, School of Education/Professor, Counseling, Leadership, Literacy and Special Education
Haiping Cheng	Professor/Chair, Biological Sciences
Jane MacKillop	Dean, School of Continuing and Professional Studies
Jonathan Gagliardi	Assistant Vice President for Strategy, Policy and Analytics
Melissa Kirk	Chief of Staff, Office of the Provost
Pamela Mills	Interim Dean, School of Natural & Social Sciences/Professor, Chemistry
Paula Loscocco	Professor/Chair, English
Reine Sarmiento	Vice President of Enrollment Management and Associate Provost
Rene Rotolo	Interim Vice President for Administration and Finance/Chief Financial Officer

Vice President for Information Technology/Chief Information Officer

Associate Professor, Early Childhood & Childhood Education

# GUIDING STATEMENTS (VMV) TASK FORCE





Jane MacKillop/Chair	Dean, School of Continuing and Professional Studies
Paula Loscocco/Chair	Professor/Chair, English
Anne Rice	Chair, General Faculty/Assistant Professor, Africana Studies
Eleanor Campbell	Associate Professor, Nursing
Jonathan Gagliardi	Assistant Vice President for Strategy, Policy and Analytics
ILIOSE CAN-AIVITA	Interim Associate Dean, School of Natural & Social Sciences/Associate Professor, Economics & Business
III IIIana Caiver	Director, Academic Standards & Evaluation/Adjunct Lecturer, Languages & Literatures
Renuka Sankaran	Associate Professor, Biology
IISERIANE (ININALIE	Interim Associate Dean, School of Education/Professor, Middle and High School Education
Siraj Ahmed	Professor, English

# FACULTY AND STAFF SUCCESS TASK FORCE





Pamela Mills/Chair	Interim Dean, School of Natural & Social Sciences/Professor, Chemistry
Melissa Kirk/Chair	Chief of Staff, Office of the Provost
Adeleke Akano	Graduation Specialist, Enrollement Management
Bertrade Ngo-Ngijol Banoum	Assistant Professor/Chair, Africana Studies
Danna Ethan	Associate Professor/Chair, Health Sciences
Deira Pereyra	Director, IT Applications Services
Gillian Bayne	Associate Professor, Middle and High School Education
lan Sheinheit	Sub Assistant Professor, Journalism and Media Studies
Jonathan Yubi Gomez	Student
Luis Soltero-Rodriguez	Director, Veteran & Military Affairs
Marisol Jimenez	Director, Instructional Support Services Program
Steven Fulakeza	Lecturer, Computer Science
William Murray	CUNY Office Assistant, Public Safety
Zoraida Rosa	Associate Director, Human Resources

# PROGRAM AND CURRICULUM TASK FORCE





Elin Waring/Chair	Interim Dean, School of Health Sciences, Human Services & Nursing/Professor, Sociology
Carl Mazza/Chair	Professor/Chair, Social Work
Asmir Nikocevic	Student
Devrim Yavuz	Assistant Professor, Sociology
Janet DeSimone	Associate Professor/Chair, Counseling, Leadership, Literacy and Special Education
José Cao-Alvira	Interim Associate Dean, School of Natural & Social Sciences/Associate Professor, Economics & Business
Lissette Diaz	CUNY Office Assistant, Journalism and Media Studies
Olena Zhadko	Director, Online Education
Pamela Hinden	Director, Adult Degree Program
Susan Watson Turner	Associate Professor, Music, Multimedia, Theatre and Dance
Tyler Schmidt	Associate Professor, English
Yvette Rosario	Senior Registrar

# ENROLLMENT AND STUDENT SUCCESS TASK FORCE





Reine Sarmiento/Chair	Vice President of Enrollment Management and Associate Provost
Dene Hurley/Chair	Professor/Chair, Economics and Business
Bascillia Tousaint	Director, Career Exploration and Development Center
Celia Cruz	Lecturer, Mathematics
Chris Buonocore	Director, Student Success Initiatives
Jose Acevedo	Student
Kim Middleton	Student
Naphtali O'Conner	Associate Professor, Chemistry Department
Peggy Conner	Assistant Professor, Speech-Langauage-Hearing Sciences
Richard Finger	Senior Director, Enrollment Management
Stanley Bazille	EIC Student Affairs/Student Affairs
Teresita Levy	Associate Professor/Chair, Latin American & Latino Studies and Executive Director, International Programs & Community Engagement
Tracy Mejia Urena	Program Assistant, College Now

# REVENUE AND FACILITY OPTIMIZATION TASK FORCE





Rene Rotolo/Chair	Interim Vice President for Administration and Finance/Chief Financial Officer
Haiping Cheng/Chair	Professor/Chair, Biological Sciences
Anne Rothstein	Founding Director & Grants Specialist, School/College Collaborative/Professor, Early Childhood Education
Brandon Begarly	Director, Office of Research & Sponsored Programs
Jacqueline Pagan	Administrative Coordinator, Buildings & Grounds
James Mahon	Dean, School of Arts & Humanities/Professor, Philosophy
Jane Mackillop	Dean, School of Continuing and Professional Studies
Leslie Grubler	Director, Clinical Education and Clinical Services, Speech-Language- Hearing Sciences Department
Md Shahariar Ahmed	Student
Serigine Gningue	Interim Associate Dean, School of Education/Professor, Middle and High School Education
Susan Ebersole	Vice President for Institutional Advancement and Executive Director of the Lehman College Foundation

# INSTITUTIONAL EFFECTIVENESS 2019 Strategic Planning & ASSESSMENT TASK FORCE





Donald Sutherland/Chair	Academic Assessment Manager, Academic Programs								
Zoila Morell/Chair	Associate Professor, Early Childhood Education								
Ameeta Persaud	Academic Assessment Manager, School of Education								
Anyelina Fermin	CUNY Office Assistant, English								
Edi Ruiz	Assistant Vice President, Information Technology								
Evan Senreich	Associate Professor, Social Work								
Jaye Jones	Interim Associate Dean, School of HS2N								
Jim Carney	Assistant Professor, Journalism and Media Studies/Director of Media Studies								
Karin Beck	Associate Dean, School of Arts & Humanities/Associate Professor, Languages and Literatures								
Martha Lerski	Business Librarian								
Sharon Jordan	Assistant Professor, Art								
Tiffany Nguyen	Student								

# DIVERSITY & CAMPUS CLIMATE TASK FORCE





Dawn Ewing Morgan/Chair	Chief Diversity Officer and Executive in Charge for Human Resources									
Alicia Georges/Chair	Chair/Professor, Nursing									
Alexander Núñez-Torres	Assistant Professor, Economics & Business									
Amanda Dubois-Mwake	Director, International Programs & Community Engagement/Adjunct Lecturer, Latin American and Latino Studies									
Anne Rice	Assistant Professor, Africana Studies									
Bart Bland	Executive Director, Art Gallery									
Goher Murtaza	Director, Continuing Education									
Jermaine Monk	Assistant Professor, Social Work									
Joan Jocson-Singh	Assistant Professor, Library									
Kassandra Montes	Student									
Maria Garcia	IT Center Supervisor									
Maritza Rivera	Associate Director, Compliance and Integrity									
Thomas O'Hanlon	Professor/Chair, Journalism and Media Studies									

# **ANCHOR INSTITUTION TASK FORCE**



LEHMAN COLLEGE	ÇŲ
COLLEGE	NY

Ronald Bergmann/Chair	Vice President for Information Technology / Chief Information Officer
Gaoyin Qian/Chair	Interim Dean, School of Education/Professor Counseling, Leadership, Literacy and Special Education
Clarence Stanley	Director, Small Business Development Center
Crystal Farmer	CUNY Office Assistant, Career Exploration and Development Center
Dante Albertie	Director, Lehman Stages
David Gantz	Director, College Now/Adjunct Lecturer, Philosophy
Eileen Markey	Assistant Professor, Journalism and Media Studies
Jane Higgins	Interim Director, Institute for Literacy Studies
Janet Munch	Professor Archives & Special Collections Librarian, Library
José Higuera Lopez	Deputy Director, Mexican Studies Institute
Patricia Macdonna	Student
Robert Pagan	Associate Director, Alumni Engagement & Annual Fund
Sandra Madonado	Assistant Professor, Nursing
Shehzad Nadeem	Assistant Professor, Sociology
Suzette Ramsundar	Associate Director, Campus Life

# Dr. Sal Rinella



- Former President of Austin Peay State University, Clarksville, Tennessee
- Vice President for Administration/CFO and Vice President for Business and Finance/CFO at Cal State Fullerton and the University of Michigan
- Senior Associate at the AASCU-Penson Center
- Worked with more than 25 colleges and universities in the nation on planning





# LET'S GET STARTED

2020-2025 STRATEGIC PLANNING WORKSHOP

October 21, 2019

Dr. Sal Rinella Former President of Austin Peay State University



#### **Project Goal**

Facilitate a process that **builds from areas of strength**, **promise and opportunity** to create a 5-Year Strategic Plan to guide the future of Lehman College.





■ Driven by Values, Mission, Vision → "Strategic Position"



- Driven by Values, Mission, Vision → "Strategic Position"
  - Lehman's "place" relative to its competitors:
    - For students
    - Faculty & staff
    - Resources
  - It's image.....
    - Internally
      - Self concept
    - Externally
      - Employers
      - Graduate & Professional Schools
      - Alumni
      - Benefactors

The Key: *How are or <u>could</u> we be truly distinctive?* 



#### **Distinction and Focus**



Cooperative Education/ Experiential Learning



**Student-Designed Paths of Study** 



?



Community Engagement & Public Service



Maryland's Honors University Focus on STEM



■ Driven by Values, Mission, Vision → "Strategic Position"



- Driven by Values, Mission, Vision → "Strategic Position"
- Open & Collaborative
- Positive
- Conversational
- Developed by Campus
- Actionable: Focused on Big Ideas & Limited Number of Goals



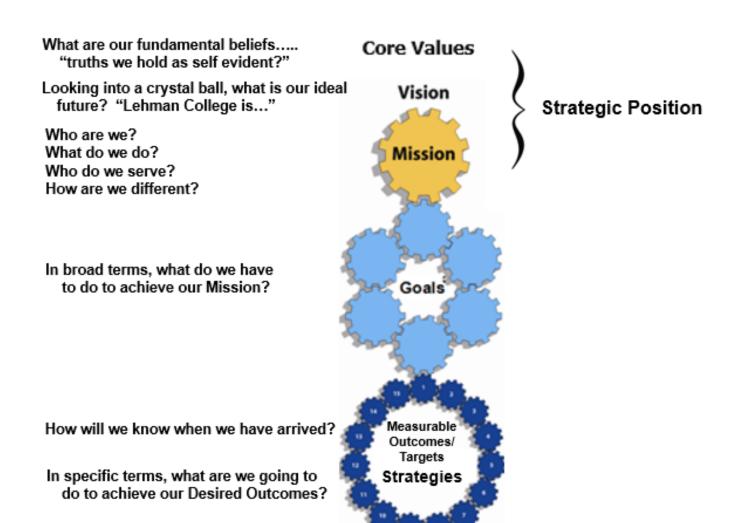
- Driven by Values, Mission, Vision → "Strategic Position"
- Open & Collaborative
- Positive
- Conversational
- Developed by Campus
- Actionable: Focused on Big Ideas & Limited Number of Goals
   A plan with too many Goals is like a letter to Santa

#### Plan should have:

- 5 7 Goals
  - 6 8 (max) Measurable Objectives/Targets for Each Goal
    - 4 5 Strategies (max) for each Goal for Achieving Measurable
       Objectives/Targets



#### Elements of a Strategic Plan





#### **Actions & Timelines**

#

Action	Timeline	Responsibility
A. Preparation		
<ol> <li>Develop/Refine Planning Process</li> </ol>	June - August 2019	
Appoint Steering Committee		
<ol> <li>Appoint Guiding Statement Task Force</li> </ol>		
Appoint other Task Forces		
B. Initiate Planning Process		
<ol> <li>Guiding Statements Task Force: Identify Mission/Values/Vision</li> </ol>	July - September 13, 2019	Loscocco/MacKillop
(MVV) and Submit to Steering Committee		
2. Steering Committee Reviews MVV	TBD	Nwosu
3. President's Cabinet Reviews MVV	TBD	Nwosu
<ol> <li>College Senate Governance Forum –Reviews and Adopts Dra</li> </ol>	ft TBD	Nwosu
Guiding Statements (MVV)		
<ol><li>Develop Strategies for attaining the goals identified by the Co</li></ol>	- '	Nwosu
for long term health and sustainability (facilitated conversation	ons)	
a. All Campus Strategic Workshop	October 21, 2019 10am-2pm	Nwosu
b. Community Partners Forum	October 22, 2019 12pm-2pm	Nwosu
c. Alumni Forum	October 23, 2019 2pm-4pm	Ebersole
d. Taskforce Workshop	October 22,2019 5pm-7pm	Ebersole
e. Student Forum	October 23, 2019 5:30pm-7:30pm	Bazile
f. Steering Committee Forum	October 24, 2019 10am-12pm	Nwosu
g. PAB Forum	October 23, 2019 10am-12pm	Gagliardi



#### **Actions & Timelines**

C.	Conduct and Provide Research Support (IRPA)	November – January 2020
D.	Develop Measurable Objectives/Targets	November 2019 - February 2020
E.	Formulate Strategies For Each Goal	February 2020
F.	Review Task Forces Reports and Compile First Draft of Strategic Plan	February 2020
G.	Strategic Plan workshop presentations from Taskforces(Draft plan	
0.000	shared with campus)	March 2020
Н.	Finalize Draft Strategic Plan and Align Plan with CUNY PMP and Goals	
US.	(2) (2) (2) (2) (3) (3) (3) (3) (3) (4) (4) (4) (4) (4) (4) (4) (4) (4) (4	March 2020
L	Develop a Budget and Implementation Plan	March 2020
J.	Develop Strategic Plan Annual Reporting Dashboards	April 2020
K.	Complete/Post/Announce Strategic Plan	April 30, 2020



#### Research

#### • Qualitative:

- College Town Hall
- Alumni Forum
- Community Partners Forum
- Student Forum

#### • Quantitative:

- Student interest
- Demographics
- Regional needs
- Workforce demands
- Data on competitive peers



#### Measurable Objectives/Targets

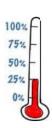
Task Forces identify Measurable Objectives/Targets for planning period, e.g.,

Goal: Enhance Enrollment and Student Success

#### Measurable Objectives/Targets:

- Increase headcount enrollment by \_\_\_\_ students
- Increase first-year retention to \_\_\_ percent
- Increase six-year graduation rate to \_\_\_ percent







#### **Strategies**

- In specific terms, what are we going to do to achieve the Measurable Objective/Target?
  - Why?
  - For Whom?
  - What?



#### Strategies - Example

#### **Enhance Staff Development**

#### A. Introduction and Background: Why? For Whom? What?

Members of the staff, often the first and most lasting impression of the University, are important partners in the academic process and to student and institutional success. In order to ensure that staff are able to meet student needs and high-quality staff will continue to be attracted to the University, it is essential that appropriate attention be paid to issues related to staff development.

This initiative focuses on programs that support the personal and professional development of staff by offering training and development programs, experiences and support needed to enable staff to learn, climb, and better serve student and the entire campus community



#### **Strategies - Example**

#### B. Brief Description - Actions and Elements: How?

- 1. Improve the new orientation program to introduce new staff to all aspects of the University:
  - a. Physical layout of the campus through a campus tour
  - b. Policies and procedures
  - c. Traditions, culture and values of the University
  - d. How they and their families can become involved with the many activities of the University
- 2. Study staff development needs, from their perspective, and from the perspective of the skills needed by staff in order to accomplish the institutional goals and strategies; compare the needs with what is currently available to staff; and develop an action plan to provide what is needed. Potential programs and experiences include:
  - a. Workshops, courses and certificates in selected areas
  - b. Internship/cross-training opportunities to enable staff to learn the skills of other positions
  - c. An enhanced staff appreciation event held during the academic year when everyone is on campus to celebrate the accomplishments of staff and their contributions to the teaching-learning process.
  - d. Provide time and financial help for staff to take classes and pursue a degree or certificate
  - e. Making computers available to staff who do not have one as a part of their job so that they can remain informed on campus news and events which, more and more, are being communicated online
  - f. Special discounts to campus events for staff so they and their families can afford to attend



#### **Implementation Planning**

#### **Priority, Cost and Timing Worksheet**

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3	+		Which	Goals S	Strated	ies Add	s to ( <b>√</b> )	Prio	ritu"			Add	itional C	ost**				Time	line		Leader(s)
4		GOALS & STRATEGIES	1	2	3	4	5	1 2	T	<b>\$</b> 0	₹ \$100K		\$250- 500K		\$1-5M	>\$5 M	<1 Yr			>5 Yrs	Individual(s)
5		Goal 1:																			
6	П	Strategy 1																			
7	$\perp$	Strategy 2							$\perp$												
8		Strategy 3						$\sqcup$	$\perp$	_								Ш			
9	_	Goal 2:						$\sqcup$													
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22	$\perp$	Strategy 1							$\perp$												
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25	_	Goal 6:																			
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<sup>\* &</sup>quot;Priority" denotes the importance of the Strategy to the University across all Goals

<sup>\*\* &</sup>quot;Additional Costs" are dollars needed, above the existing budget, to achieve and maintain the Target.



## **Implementation Planning**

#### **Potential Funding Worksheet**

	-	_	_	_	_					
4 A	С	D	E	F	G	H	D	J	K	L
		Private	Part of	Foundation	Grant	3rd Party	Partnership	State or	New Tuition	Internal
1		Donor	Capital			Developer		Federal	& Fees	Reallocation
3	0.11									
3	Goal 1:									
4	Strategy 1									
5	Strategy 2									
6	Strategy 3									
7	Goal 2									
8	Strategy 1									
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15	Goal 4									
16	Strategy 1									
17	Strategy 2									
18	Strategy 3									
19	Goal 5									
20	Strategy 1									
21	Strategy 2									
22	Strategy 3									
23	Goal 6									
24	Strategy 1									
25	Strategy 2									
26	Strategy 3									



## Complete, Post Announce, Celebrate





## **Small Group Discussions**



#### Guidelines

- This is not the be all and end all. Opportunity to share thoughts in other settings
- Think creatively
  - This is a "no dumb idea zone"
- The Vegas rule applies: "What's said here, stays here"
- Think institution-wide rather than strictly about your unit or program
- Encouraged everyone to talk
  - Those who are quiet often have a lot to offer
- No final decisions made today, so no hills to die on
  - It's just a conversation among colleagues



#### Guidelines

- Small Group Discussions (25 minutes per question)
  - Begin with introductions
  - Select a Facilitator and Notetaker
  - The note taker will record thoughts on a file located on the computer
  - At the end you will highlight your top 3 ideas for each question in yellow

#### NOTE TAKERS:

- On the desktop, there are folders.
- Open the folder that matches your table
  - EXAMPLE: Table 8, Staff (open staff folder)
- Save the file on the computer's desktop and name it "TABLE (ADD YOUR NUMBER) and the category (STAFF, FACULTY, STUDENTS)
- Remember to read what you have recordedd to the table group to make sure you have captured what is being said
- If someone is speaking too fast, ask them to pause until you have collected the thoughts
- Keep saving the document
- We will collect it at the end



# Sample Note Taking

- 1. You have the opportunity to talk with a donor who is considering a very large unrestricted gift to the University. What academic or support programs would you pitch?
  - Technology & soft skills combined
  - Interdisciplinary bachelor's degree media & informational literacy "digital literacy"
  - Center for strategic partnerships
  - Support for students who can't afford to study abroad
  - Money for professional development
  - Strategic rural partnerships



#### Guidelines

## Selected Small Group Report-Outs

- Facilitators will report answers to questions
- You'll be able to write additional comments on index cards (please give leave in the middle of your table. They will be collected and passed along
- Results will be summarized and used by the Strategic Planning Task Forces



#### **Small Group Questions at Tables**



#### **Selected Large Group Report-Outs**



# **NEXT STEPS**

#### 2020-2025 STRATEGIC PLANNING WORKSHOP

October 21, 2019

Dr. Peter O. Nwosu
Provost and Senior Vice President for
Academic Affairs and Student Success



# **CLOSING REMARKS**

2020-2025 STRATEGIC PLANNING WORKSHOP

October 21, 2019

Dr. Daniel Lemons
President



# THANK YOU

2020-2025 STRATEGIC PLANNING WORKSHOP October 21, 2019