

THE UNIVERSITY

Clark Atlanta University (CAU), established in 1988 as a result of the consolidation of two independent historically black institutions — Atlanta University (1865) and Clark College (1869), is a United Methodist Church -related, private, coeducational, residential, and comprehensive urban research university. The University offers undergraduate, graduate and professional, and non-degree certificate programs.

Mission:

Leveraging its distinctive history, Clark Atlanta University is an urban research university that transforms the lives of students and their communities by preparing citizen leaders to be problem-solvers through innovative learning programs; supportive interactions with faculty, staff, and students; exemplary scholarship; and purposeful service.

Approved by the Board of Trustees, 06/22/2013

:::

eyne - 01ns - /TT4 1 T635uJ 20.7635uJ.5str (

THE STRATEGIC PLAN

PRIORITY 1: INCREASE HEADCOUNT ENROLLMENT

GOAL1.0: Attract an increased number and diversity of students who graduate at higher rates and are equipped to succeed in their careers.

Objectives:

1.1 Initiate an intensive recruitment plan

Directions:

- 1.1.1 Package and market distinctive academic programs and curricular services
- 1.1.2 Design and implement demographic shift profile to target desired enrollment
- 1.1.3 Increase admit rate and decrease turn

PRIORITY 2: DISTINCTIVE ACADEMIC, RESEARCH, AND STUDENT SUPPORT PROGRAMS

GOAL 2.0: Develop and enhance academic, research, and support programs recognized for their distinctiveness, innovation, and ability to prepare graduates sought after by employers and entrepreneurial community as well as graduate and professional schools.

OBJECTIVES:

2.1 Implement best practice standards of quality for all academic, research and support programs

Directions:

- 2.1.1 Develop campus-wide definition of and certification criteria for program uniqueness, and innovativeness including national and international standards and defined ROI for individual program sustainability
- 2.1.2 Design and implement a framework for programs of distinction and recognition
- 2.1.3 Conduct audits of current academic programs to calculate ROI with effectiveness metrics
- 2.1.4 Utilize academic audits for distinctive programs to meet national and international standards for gift opportunities (e.g., distinguished chairs, fellowships, etc.)
- 2.1.5 Design and apply a quality effectiveness program for 20% of academic, research and support programs each year
- 2.1.6 Achieve institutional reaffirmation and professional program accreditations in Mass Media Arts, Computer Science, and Music
- 2.1.7 Redesign General Education Core Curriculum
- 2.1.8 Expand PhD programs in Material Sciences, Computational Sciences, Humanities, and a Dual Degree Program in Master of Social Work and Public Health based on pursuit of external support
- 2.1.9 Establish a Center for Children and Family
- 2.1.10 Restructure academic and student support units for increased productivity and efficiency

2.2 Implement a University -wide marketing plan

Directions:

- 2.2.1 Upgrade the University's website design and content
- 2.2.2 Increase partnerships to enhance the academic, research, and support programs
- 2.2.3 Redefine and establish the next University-wide Centers of Excellence to include interdisciplinary programs
- 2.2.4 Engage faculty in community and civic service projects

2.3 Increase support services to aid in the preparation of graduates for employment, graduate and professional schools, and entrepreneurship

Directions:

- 2.3.1 Enhance internships, externship, coop and experiential learning program opportunities
- 2.3.2 Develop employer outreach and partnerships by academic program focus
- 2.3.3

SELECTED MEASURES OF SUCCESS

- ™ Quality of academic programs and support services: Degree of faculty and student engagement in the learning process and contributions to academia and community
- ™ Effective use of educational methods and practices: Shared teaching-learning experiences; Technology enabled active and collaborative learning (lecture, experiment, & discussions)
- ™ Documentation of activities used to improve the quality of teaching: Faculty qualifications; Evaluation of teaching by administration, students, faculty peers; Student-faculty interaction; Student satisfaction surveys; Satisfaction surveys of graduates and employers
- ™ Supportive campus environment: Enriching educational, physical and spiritual experiences; Good customer service delivery
- ™ On-line degree programs: Implementation of on-line master's degree programs for working adults who have life experience; Non-traditional student inquiries, matriculation, retention, and completions; Effective faculty and staff training and development
- ™ Customer satisfaction

PRIORITY 3: ENHANCE EXTERNAL FUNDING SUPPORT

GOAL 3.0: Increase and diversify University revenue streams through expanded external financial partnerships and support, entrepreneurial programs, and a broadened base of funded research grants, contracts, and cooperative agreements.

OBJECTIVES:

3.1 Execute a comprehensive institutional advancement fundraising plan

Directions:

3.1.1

