

WHAT IS THE 2025 STRATEGIC PLAN?

The 2025 Strategic Plan provides the roadmap for the University community. The Strategic Plan is grounded in three broad and mission-centered strategic directions:

1. Promoting Excellence in Teaching and Learning
2. Growing Research, Innovation, and Entrepreneurship
3. Strengthening Partnerships with Communities across Georgia and around the World

The plan includes 4-5 goals in each of these three areas, as well as key performance indicators to assess the University's progress in achieving its goals.

WHY DO WE NEED A NEW STRATEGIC PLAN?

The University community has endorsed a bold vision for its future, and this vision can only be achieved through thoughtful, coordinated, and collective action across campus. In addition, there are some factors driving the development of a new plan:

- A new strategic plan helps to unify the campus community around common goals for institutional growth and achievement.
- The current strategic plan was developed in 2010 and is scheduled to expire on December 31, 2019.
- SACSCOC, which is UGA's regional accreditor, requires a comprehensive University-level strategic planning effort integrated with unit-level planning. The University will be required to document the integrated planning process in September 2021 for its next reaffirmation of accreditation.
- The Commit to Georgia Capital Campaign is scheduled to end in 2020, and the University will need to define fundraising priorities for the future that align with its strategic plan.

HOW WAS THIS STRATEGIC PLAN DEVELOPED?

Over a four-month period, the 2025 Strategic Plan Committee conducted numerous focus groups and administered a University-wide survey to ensure every member of the campus community had the opportunity to provide feedback during the planning process. At the end of the Discovery Phase, the 2025 Strategic Plan Committee identified themes of strength and opportunity related to each of the three strategic directions.

PHASE ONE: DISCOVERY

Over a four-month period, the 2025 Strategic Plan Committee conducted feedback through a survey and through extensive focus groups. This feedback provided context about state and local needs and provided every member of the campus community with the opportunity to provide input during the planning process. At the end of the Discovery phase, the 2025 Strategic Plan Committee identified themes of strength and opportunity related to each of the strategic directions.

PHASE TWO: GOAL DEVELOPMENT

The themes identified in the Discovery Phase became the basis for the development of goals and key performance indicators. Over a three-month period, the 2025 Strategic Plan Committee worked to translate its broad themes into more specific and measurable goals to guide action at the unit-level. The goals were then operationalized through University-level key performance indicators, with corresponding data sources, to define how progress would be measured over time.

PHASE THREE: COMPLETION

The completion phase will last from July 2019 until January 2020, when the Strategic Plan is formally unveiled to the campus community. During this time, the full strategic plan report will be formatted for digital and print distribution and unit liaisons will receive support to help their units develop unit-level strategic plans aligned with the University-level plan.

WHICH SCHOOLS, COLLEGES, AND UNITS ARE CREATING STRATEGIC PLANS?

Athletics
AU/UGA Medical Partnership
College of Agricultural and Environmental Sciences
College of Education
College of Engineering
College of Environment and Design
College of Family and Consumer Sciences
College of Pharmacy
College of Public Health
College of Veterinary Medicine
Division of Development and Alumni Relations
Division of Marketing and Communications
Division of Student Affairs
Franklin College of Arts and Sciences
Graduate School
Grady College of Journalism and Mass Communication
Honors Program
Odum School of Ecology
Office of Academic Programs
Office of Enterprise Information Technology Services
Office of Faculty Affairs
Office of Finance and Administration
Office of Global Engagement
Office of Government Relations
Office of Instruction
Office of Public Service and Outreach
Office of Research
Office of the Vice Provost for Academic Affairs
Office of the Vice Provost for Diversity and Inclusion and Strategic Initiatives
School of Law
School of Public and International Affairs
School of Social Work
Terry College of Business
UGA Libraries
Warnell School of Forestry and Natural Resources

HOW WILL INDIVIDUAL SCHOOLS, COLLEGES, AND UNITS BE AFFECTED?

Each faculty and staff member has an important role to play in achieving the goals outlined in the Strategic Plan. Excellence in Teaching and Learning; Growing Research, Innovation, and Entrepreneurship; and Strengthening Partnerships will require each member of the campus community to identify specific ways they can contribute to unit-level goals.

In Fall 2019, each school, college, and major administrative unit will begin developing a strategic plan that complements the University Strategic Plan. A unit liaison from each school, college, or major administrative unit will have the opportunity to participate in training to learn more about the strategic plan and how to successfully develop a unit-level plan. Draft plans for each unit will be drafted by April 2020, and plans will be finalized by October 2020. Each year, schools, colleges, and units will be asked to provide progress reports on their goals, with the first report due in August 2021.

HOW CAN I LEARN MORE?

Once complete, the 2025 Strategic Plan website will have additional resources, including:

- A one-page summary of 2025 Strategic Plan.
- A timeline demonstrating the process for developing the University- and unit-level strategic plans.