American University Planning 101

From Strategic Planning to Campus Planning
Agenda

• Welcome
• Who's in the Room
• Ground Rules
• Table Introduction
• AU's Strategic Plan and Connections to Campus Planning
• Table Discussion: AU in 5 Years
• Fall Planning 101 Sessions
• Close
Ground Rules

Be present and engaged

Be open and creative

Allow every voice to be heard

Respect the ideas of others
Table Introductions

1) Share your name.
2) What role do you have at AU or what neighborhood do you live in?
3) How long you have been involved with AU/how long you have been in the neighborhood?
Seth Grossman
Chief of Staff
Office of the President

Seth currently serves as the Chief of Staff and Counselor to the President of American University and as an adjunct professor of law at AU's Washington College of Law.

Seth previously served as the Chief of Staff to the President of the University of California system, serving as the UC President’s top executive in the operation and administration of 10 campuses, five medical centers, three affiliated national laboratories, a statewide agriculture and natural resources program, and an operating budget of more than $31 billion.

Seth previously served as Deputy General Counsel and Counselor to the Secretary at the U.S. Department of Homeland Security (DHS). Prior to joining DHS, Seth worked in private practice, where his work focused on appellate litigation and election law. Seth received his B.A. summa cum laude from the University of Pennsylvania and his J.D. from Yale Law School.
Changemakers for a Changing World

A Five-Year Strategic Plan for American University (2019 – 2023)
Mission Statement

• To advance knowledge, foster intellectual curiosity, build community, and empower lives of purpose, service, and leadership.

Vision Statement

• American University is a leading student-centered research university where passionate learners, bold leaders, engaged scholars, innovators, and active citizens unleash the power of collaborative discovery. We partner with key organizations in Washington, DC and around the globe to better the human condition, learn from a vast array of experiences and internships, create meaningful change, and address society’s current and emerging challenges.
The External Context for Our Strategy

- Changing Economics of Higher Education
- Campus Challenges Today
- Future of Work
- Future of Learning
Measuring Success

Graduation/Retention
- Improve retention and graduation rates

Excellence
- Achieve operational excellence throughout AU

Reputation
- Enhance our reputation

Revenue
- Diversify and grow revenue
Strategic Themes & Imperatives

- Scholarship
  - Areas of Strategic Focus
  - Research

- Learning
  - Lifelong Learning
  - Student Experience
  - Teaching and Learning for Undergraduate, Graduate, & Professional Students

- Community
  - Inclusive Excellence
  - Working with Washington, DC
  - Partnerships
  - How AU Works
Inclusive Excellence

Ensure inclusive excellence is an integral part of a strong AU.

Partnership

In order to achieve and act on the opportunities before us, AU must work in partnership – across schools, with other universities, and with both the public and private sectors.

How AU Works

In order to take advantage of the opportunities before us, we need to improve how we work.

Working with Washington

Engage with DC as contributing members of our community, as we continue to benefit from AU’s location in the nation’s capital and a growing business center that enhances students’ experiential learning and AU’s scholarship.
Imperatives

Scholarship

Areas of Strategic Focus

*Develop areas of strategic focus in scholarship and teaching* that enhance our ability to support our reputation, attract faculty and scholars, spur knowledge creation, effect change, and generate revenue.

Research

American University furthers changemaking by *creating new knowledge that connects our community to the world and the world to our community* and by emphasizing the scholar-teacher ideal.
Student Experience

*Enhance our student experience* to increase recruitment, retention, and graduation – resulting in successful graduates who are employed, fulfilled, and contributing members of society.

Student Teaching and Learning

*Lifelong Learning*

Learners will go in and out of higher education. While we focus on the core of face-to-face undergraduate and graduate education, we build our capacity to serve students at different stages with different needs.

*Build on AU’s strengths, rooted in the scholar-teacher ideal, to enhance undergraduate, graduate, and professional students’ learning experiences and prepare students to learn from and engage the world at AU and beyond.*
Initial Strategic Plan Implementation Phases

Roll Out Plan
• Plan released internally and externally in January 2019

Build the Team
• Assistant Vice President for Community and Government Relations
• Chief Digital Learning Officer
• Vice President of Communication

Workstreams Phase One
• Increased Cross-Unit Collaboration
• Inclusive Excellence
• Student Retention

Workstreams Phase Two
• Develop and Implement Digital Strategy
• Advance Education & Promote Economic Development in the District

Campus Planning
- Develop key plan concepts
- Build plan specifics
- Outreach & community review
The Future is Bright for American University!
Table Discussion

If we realize the aspirations of our Strategic Plan, what does success look like? What does AU look like in 5 years?
Thank You for Joining Us!

Fall 2019 Planning 101 Dates:

• Thursday, September 5th from 5:30pm-7:30pm

• Tuesday, November 5th from 5:30pm-7:30pm