



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

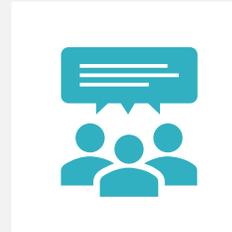
Ground Rules



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

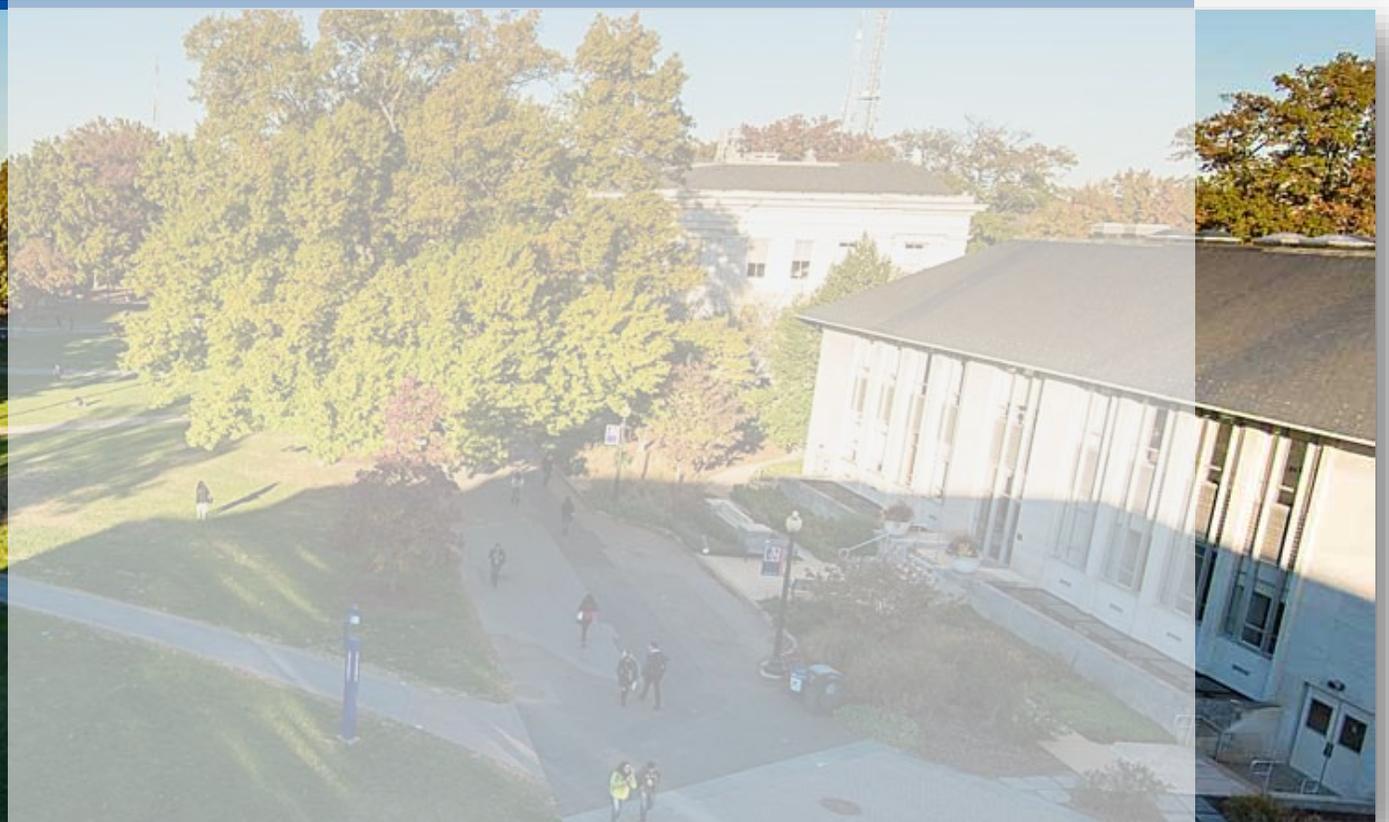
*Chief of Staff
Office of the President*



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**.

Mission & Vision



Changing
Economics of
Higher
Education



Campus
Challenges
Today



Future of Work



Future of
Learning



The External Context for Our Strategy

Measuring Success

Graduation/Retention

- Improve retention and graduation rates

Excellence

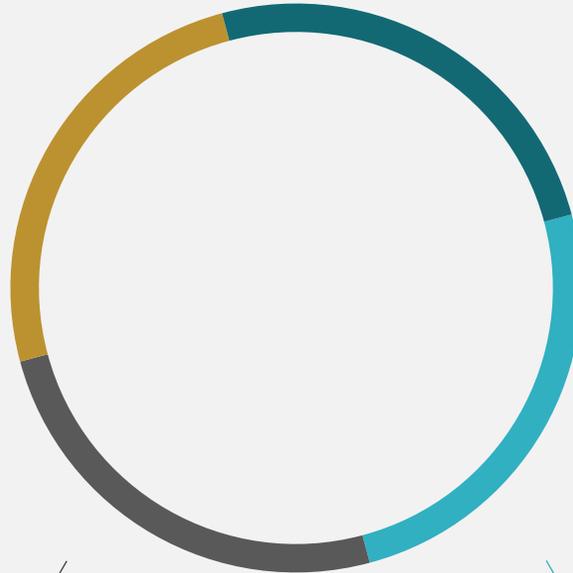
- Achieve operational excellence throughout AU

Reputation

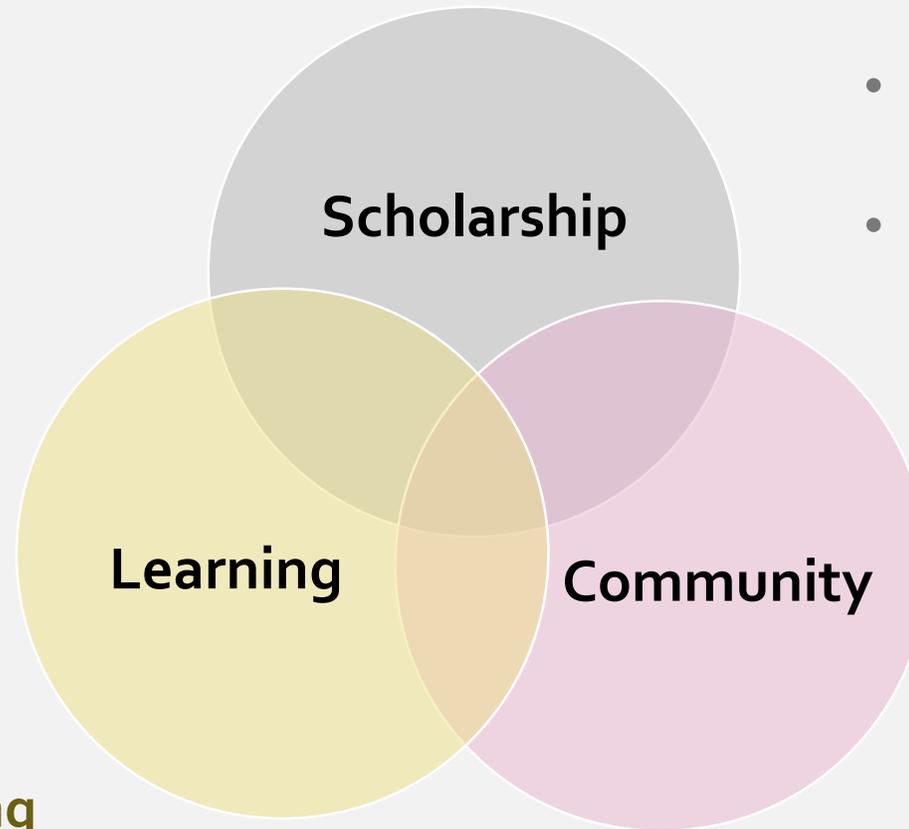
- Enhance our reputation

Revenue

- Diversify and grow revenue



Strategic Themes & Imperatives



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

- Areas of Strategic Focus
- Research

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

Imperatives



Community

Inclusive Excellence

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

How AU Works

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

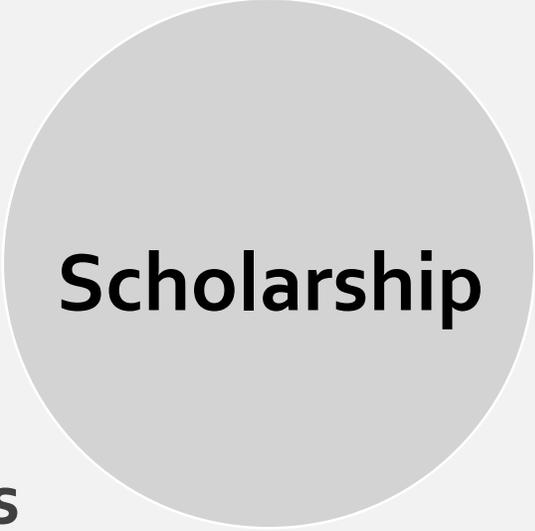
Partnership

*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.***

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.*

Imperatives



Learning

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.*

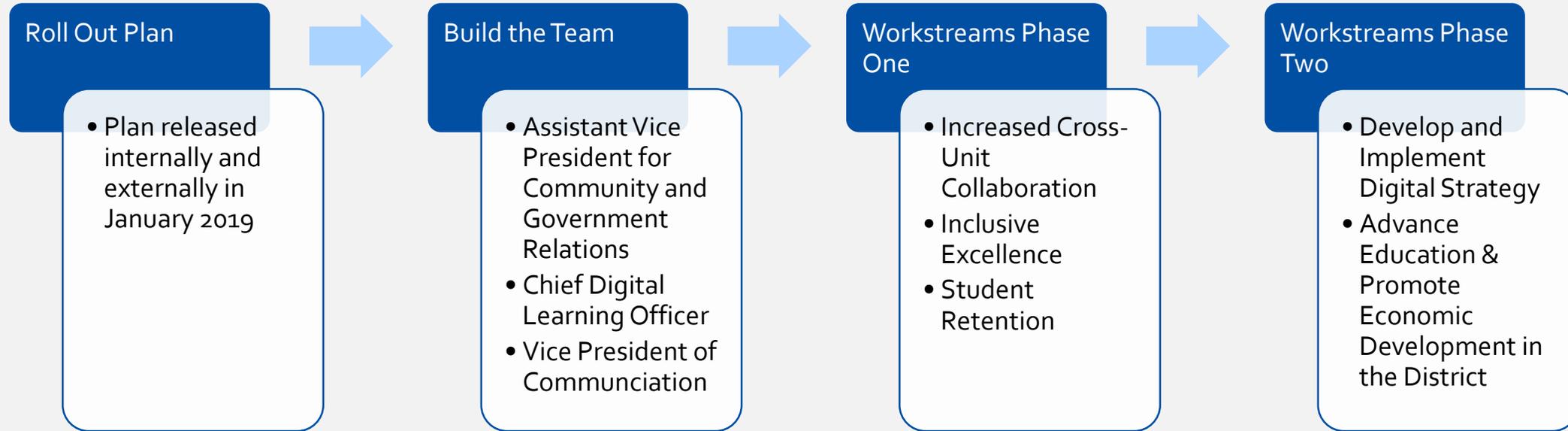
Lifelong Learning

*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.***

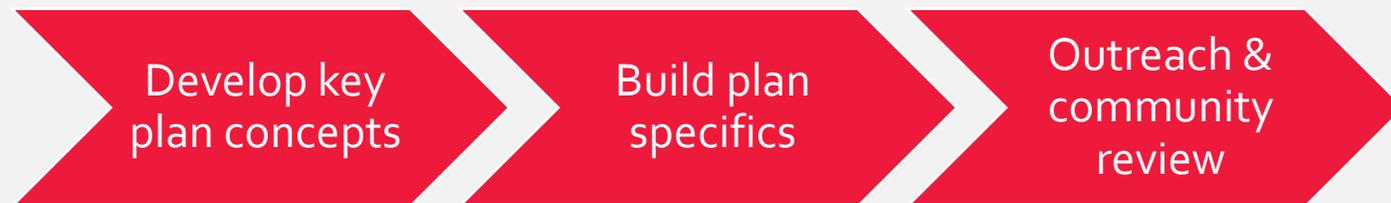
Student Teaching and Learning

*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



Campus Planning





*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