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1-2011

### Spring Convocation 2011

Linda Bleicken

*Armstrong Atlantic State University*

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Armstrong

Spring Convocation 2011

## Today's Agenda

A look back at Fall 2010  
Looking ahead to 2011 and beyond



Armstrong



Armstrong





Armstrong



Armstrong



Armstrong





Armstrong



Armstrong



Armstrong



*75 years of Armstrong  
75 city-changing alums  
75 years of advancing Savannah*

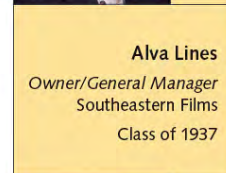
**ARMSTRONG ATLANTIC STATE UNIVERSITY**

Armstrong and Savannah. 75 years of partnership. A dynamic future.

*75.armstrong.edu*



**Mayor Otis Johnson**  
*Mayor*  
City of Savannah  
Class of 1964



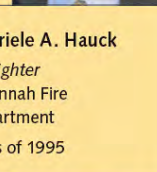
**Alva Lines**  
*Owner/General Manager*  
Southeastern Films  
Class of 1937



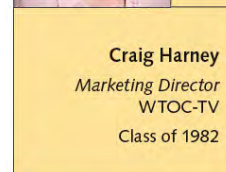
**Gabriele A. Hauck**  
*Firefighter*  
Savannah Fire  
Department  
Class of 1995



**Craig Harney**  
*Marketing Director*  
WTOG-TV  
Class of 1982



**Jim Weeks**  
*President*  
Fox & Weeks  
Class of 1968



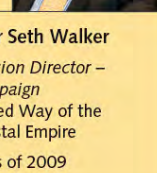
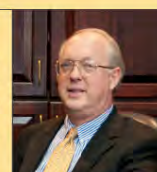
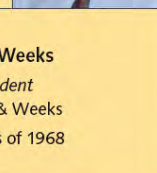
**David Dickey**  
*Partner*  
Oliver Maner, LLP  
Class of 1974

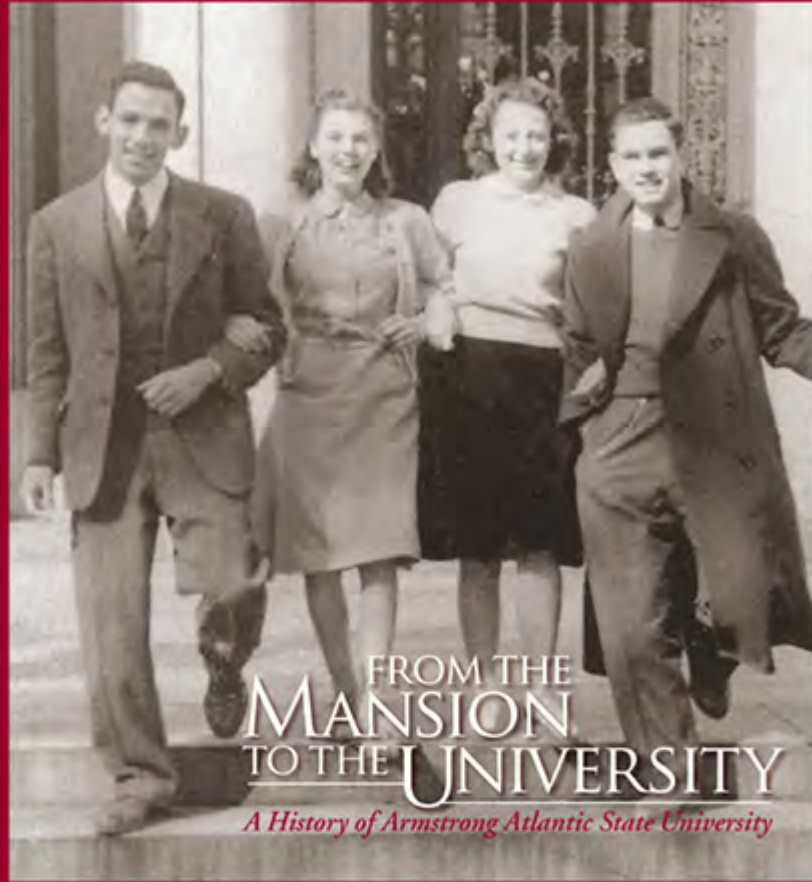


**Blair Seth Walker**  
*Division Director –  
Campaign*  
United Way of the  
Coastal Empire  
Class of 2009



**Dr. Emma Simon**  
*Professor of Health  
Sciences & Dean of  
Graduate Studies Emerita*  
Armstrong  
Class 1972/1975





1935-2010

Janet D. Stone





Armstrong





Armstrong



Armstrong



Armstrong





Armstrong





Armstrong





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Armstrong



# Armstrong

FALL 2010

**The Inauguration of  
Linda M. Bleicken as  
Armstrong's Seventh President**

**INSIDE:**  
*A Growing Tradition of  
Community Outreach*

A magazine of Armstrong Atlantic State University



eco research + coastal Savannah  
= Armstrong

Your aspirations. Armstrong's resources.

And Savannah's waiting-to-be-discovered opportunities.

*Sound like your ideal college equation?*

ARMSTRONG ATLANTIC STATE UNIVERSITY [armstrong.edu](http://armstrong.edu)



A photograph of a long, straight road lined with large, mature trees in Savannah, Georgia. The road is wet and reflects the light, creating a misty atmosphere. The trees are lush green, and the overall scene is serene and picturesque.

*Georgia's first-city + Savannah's teaching-first university*  
**=Armstrong**

Your aspirations. Armstrong's resources.  
And Savannah's waiting-to-be-discovered opportunities.

*Sound like your ideal college equation?*

**ARMSTRONG ATLANTIC STATE UNIVERSITY** [armstrong.edu](http://armstrong.edu)

Photo: LA Campbell/Investment Development

pursuing a career + plugged-in Savannah  
= Armstrong

Aspiring students. Armstrong's resources.  
And Savannah's waiting-to-be-discovered opportunities.  
*Sound like the ideal college equation?*

ARMSTRONG ATLANTIC STATE UNIVERSITY [armstrong.edu](http://armstrong.edu)



Armstrong







Armstrong



Armstrong

# Calliope

Armstrong Atlantic State University  
Savannah, GA  
2010

Volume XXVI



Armstrong







Armstrong



Armstrong





Armstrong



Armstrong





Armstrong

# Armstrong

Looking forward:  
2011/12 and beyond

## Budget

- Budget challenges in FY 2012
- Strong fiscal management in place
- Optimism for our local market

*"Area economy will recover earlier and stronger than other areas in Georgia."*

— Michael Toma

## Navigating the New Environment

- New governor
- New chancellor
- New vice presidents at Armstrong
- New strategic plan

# Armstrong

*Charting Excellence Together:*  
Armstrong's Strategic Plan

ARMSTRONG ATLANTIC STATE UNIVERSITY

# Armstrong

**As Armstrong Atlantic State University ushered in its 75th year, we reaffirmed what we always stood for:**



# Armstrong

- our commitment to being a teaching-first university

# Armstrong

- our commitment to being a teaching-first university
- our strong ties to Savannah

# Armstrong

- our commitment to being a teaching-first university
- our strong ties to Savannah
- our sound professional preparation

# Armstrong

- our commitment to being a teaching-first university
- our strong ties to Savannah
- our sound professional preparation
- and our liberal arts core that prepares graduates not just for careers but for thoughtful, civically engaged lives

# Armstrong

We also reflected upon and celebrated the changes we've engineered throughout those 75 years, culminating recently in several milestones:



# Armstrong

- a growing, re-envisioned residential campus

# Armstrong

- a growing, re-envisioned residential campus
- our largest freshman class ever

# Armstrong

- a growing, re-envisioned residential campus
- our largest freshman class ever
- reinvigorated programs that address the state and region's emerging needs and challenges

# Armstrong

What was once Savannah's respected junior college now serves as coastal Georgia's comprehensive university preparing students for careers in health professions, law, business, public service, education, social sciences, the arts, sciences, and engineering.

# Armstrong

At this reflection point, we looked to our strong foundation, our record of service to our students, the city, and the state – and also to our future.



# Armstrong

**At this reflection point, we looked to our strong foundation, our record of service to our students, the city, and the state – and also to our future.**

**We asked ourselves,**

*What should Armstrong become in the next five, ten, twenty years?*

**Our answers lie in the plan that follows.**

# Armstrong

**This new Strategic Plan serves as the lens through which faculty and staff members, administrators, and students can view their roles, responsibilities, interactions, and performance.**

# Armstrong

**Most importantly, we place the focus of this strategic plan on Armstrong's unwavering commitment to student success.**



# Armstrong

From 1935 through the present, our focus has not strayed from that initial commitment. And that must remain our purpose, as we seek to fulfill it today, tomorrow, and far into the future.

## *Our Mission*

Armstrong is teaching-centered and student-focused, providing diverse learning experiences and professional programs grounded in the liberal arts.



## *Our Vision*

Armstrong strives to be an academically selective institution of first choice, recognized nationally for undergraduate, graduate, and professional education.

# Armstrong

## *Our Values*

Armstrong embraces these core values:

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- We value education that is student-focused, transformative, experiential, and rigorous, leading to student success.

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## *Our Values*

Armstrong embraces these core values:

- We value education that is student–focused, transformative, experiential, and rigorous, leading to student success.
- We value balance among teaching, mentoring, and scholarship.
- We value an environment of mutual trust and collegiality that builds an inclusive community.

# Armstrong

- We value transparency that fosters shared governance.



# Armstrong

- We value transparency that fosters shared governance.
- We value and respect diversity.

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# Armstrong

- We value transparency that fosters shared governance.
- We value and respect diversity.
- We value ethical behavior and accountability that support high standards of performance.
- We value civic engagement through outreach and service.
- We value our relationship with Savannah, its unique geographic location, rich history, and abundant opportunities.

# Armstrong

## *Strategic Goal 1:*

Armstrong will impart the skills and habits of mind to motivated students that help them realize their potential as productive citizens of the world.

*Armstrong will foster student success.*



# Armstrong

## *Strategic Goal 1:*

- revised RPG plan well received by the Board of Regents
- emerging enrollment management plan
  - recruitment and admissions
  - enrollment
  - retention, progression, and graduation

# Armstrong

## *Strategic Goal 2:*

Armstrong will build upon and strengthen its foundational commitment to teaching, ensuring that transformative student learning occurs inside and outside the classroom.

# Armstrong

## *Strategic Goal 2:*

- Learning Commons, an extension of Lane Library
- Freshman residential learning communities
- Faculty learning communities

# Armstrong

## *Strategic Goal 3:*

Armstrong will enhance existing campus technologies, expanding both its technological capabilities and reach, to meet current and emerging needs.



## *Strategic Goal 3:*

- Comprehensive assessment of technology
  - Instructional
  - General infrastructure
- Comprehensive technology master plan will follow



# Armstrong

## *Strategic Goal 4:*

Armstrong will strengthen its financial base, diversify university resources, and wisely invest in initiatives in order to ensure long-term sustainability.

# Armstrong

## *Strategic Goal 4:*

- Stronger financial base
- New management tools

# Armstrong

## *Strategic Goal 5:*

Armstrong will increase its visibility across the state and region by transforming its most compelling strengths, values, and offerings into resonant messaging that inspires loyalty among internal stakeholders and alumni and builds lasting relationships with the local community.

# Armstrong

## *Strategic Goal 5:*

- New branding campaign
- Establishment of new traditions



# Armstrong

## *Next Steps*

- Seek feedback from faculty, staff, students, alumni, foundation members and the community
- Initiative development continues



ARMSTRONG ATLANTIC STATE UNIVERSITY