

ASUN FLIGHT PLAN



2022-2027

ASUN

ARKANSAS STATE UNIVERSITY - NEWPORT
NEWPORT • JONESBORO • MARKED TREE

CHANCELLOR'S LETTER

Greetings,

It is my pleasure to present the ASUN Flight Plan 2022-2027. This Strategic Plan sets out the vision, mission, and values of our institution, alongside the strategic priorities, goals, and focus areas that will guide us for the next five years. The Flight Plan lays out a bold but achievable map for the future of ASUN and will serve as our guide for achieving excellent outcomes for students, employees, the workforce, and the larger community we serve.



The strategic planning process engaged a wide range of stakeholders including students, faculty, staff, industry partners, community members, and members of the ASUN Board of Visitors. Residents, employers, and educators throughout our three-county service region joined the campus community in numerous dialogue sessions from which this plan stemmed. In all, hundreds of individuals provided the input that became the basis of the ASUN Flight Plan. I want to express my sincere gratitude to everyone who helped craft the plan by offering their time and insight.

Now that it is finalized, the real work begins. It will take not only campus-wide but community-wide buy-in and commitment to accomplish the goals laid out in this Strategic Plan. It will not be easy, but I am confident that together, we can get it done.

Those of us in higher education know we will be facing serious challenges over the next several years, including a projected decline in the number of high school graduates, increasing pressure to maintain our affordability, and more demand for student services. I believe the Aviator Flight Plan will position Arkansas State University-Newport to not only weather these challenges, but to advance our position as an innovator in higher education, a leader in inclusive excellence, and a thriving learning community committed to student success.

We are: Empowering Individuals. Advancing Communities.

Go Aviators!

JOHNNY M. MOORE, Ph.D.

STRATEGIC PLANNING

- Project Timeline -



PHASE 01

(September - October 2021)

DEVELOP PROJECT PLAN

Organize Strategic Planning Work Group; establish timeline, strategic planning model, and data collection tools.



PHASE 02

(October - November 2021)

DIALOGUE SESSIONS

Conduct multiple dialogue sessions with employees, students, and community members.



PHASE 03

(November - December 2021)

DATA SYNTHESIS

Meetings of Strategic Planning Work Group to review data and identify trends.



PHASE 04

(December 15-16, 2021)

RETREAT

Strategic Planning Work Group 2-day session focused on identifying goals and objectives.



PHASE 05

(January - March 2022)

DRAFTING

Draft plan; seek and incorporate feedback from employees, students, and community members.



PHASE 06

(April - June 2022)

REVIEW AND APPROVAL

Finalize plan and submit to ASU System Office and Board of Trustees for approval.

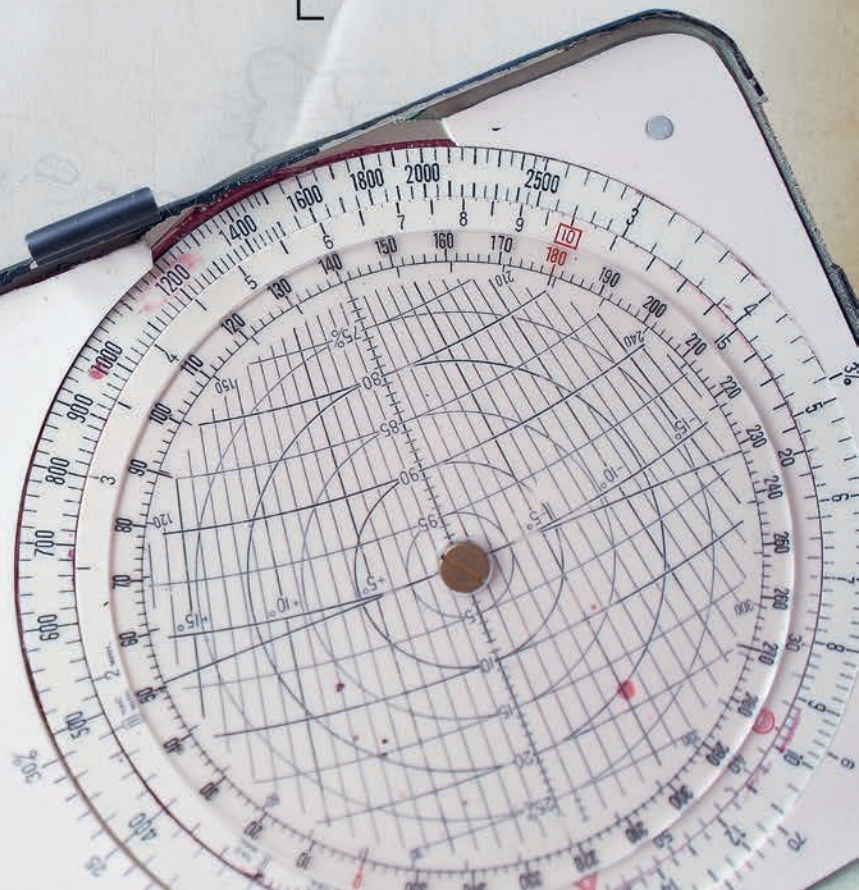


PHASE 07

(June - August 2022)

LAUNCH

Develop marketing materials and launch new plan at fall 2022 convocation.



STRATEGIC PLANNING WORK GROUP

- Adam Adair
- Ashley Buchman
- Brandon Coe
- Cheryl Cross
- Holly Smith
- Ike Wheeler
- Irina Reynolds
- Johnny M. Moore
- Kristen Smith
- Mallory Black
- Michael Nowlin
- Shannon Riley
- Stacey Dunlap
- Traci Burgess

Community Participants

☒ Vicki Bowers	☒ Charles Landrum
☒ Amesha Brown	☒ Brent Lassiter
☒ Phillip Brown	☒ Sherry McMasters
☒ Brett Bunch	☒ Gail Nichols
☒ Lisa Cavitt	☒ David Peacock
☒ Jon Chadwell	☒ Jeff Phillips
☒ Craig Christianson	☒ Nicole Phillips
☒ Tuesday Gaddis	☒ Shelle Randall
☒ Chris Glenn	☒ Cory Roberts
☒ Charles Glover	☒ Ray Saturnio
☒ Donna Gould	☒ Lee Scoggins
☒ Nyesha Greer	☒ Bob Steiger
☒ Cliff Hart	☒ Sandy Teague
☒ Danny Johnson	☒ Connie Waters
☒ LaDonna Johnston	☒ Mark Young



VISION:

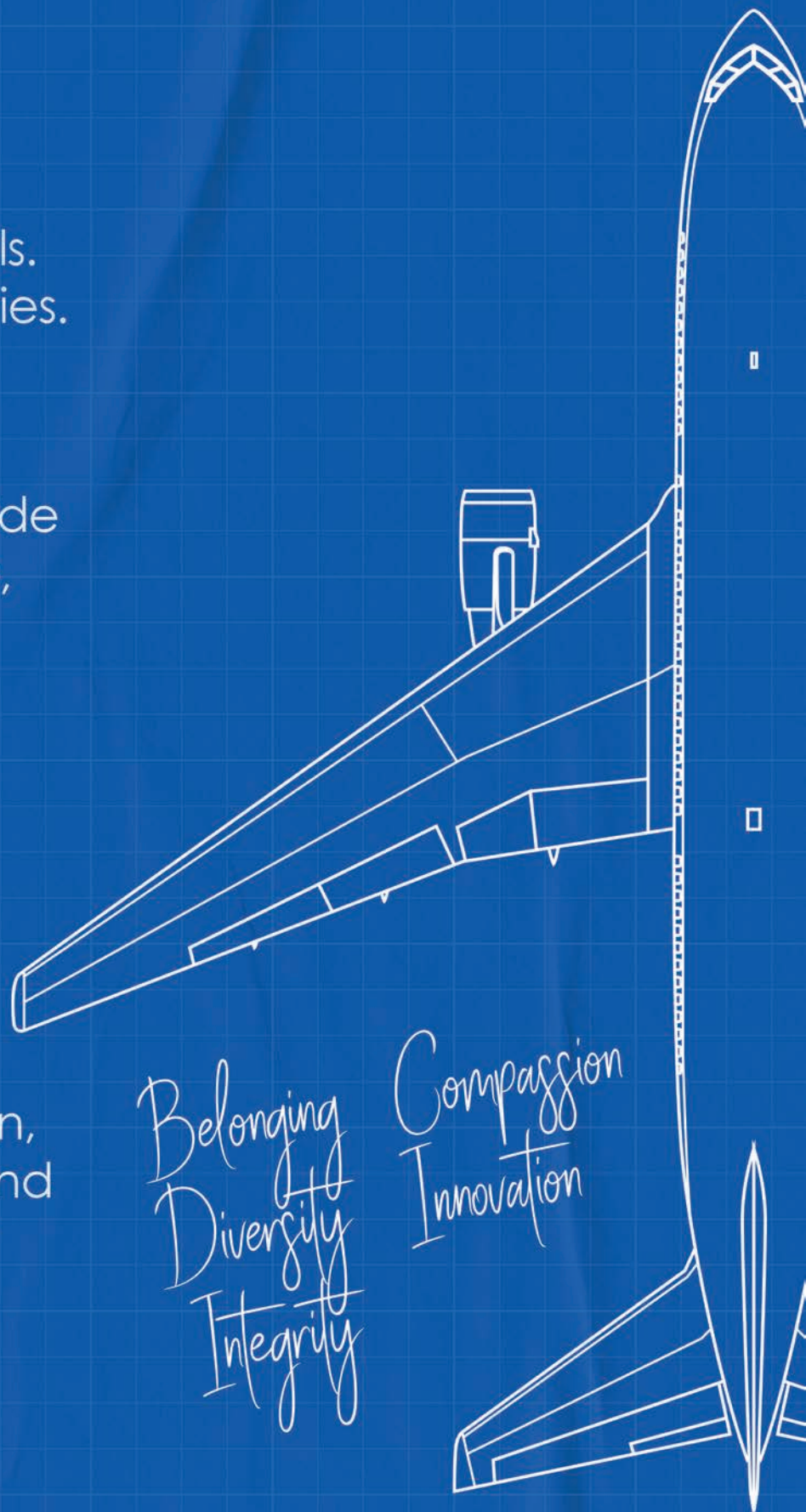
Empowering Individuals.
Advancing Communities.

MISSION:

ASU-Newport will provide accessible, affordable, innovative learning opportunities that transform lives and strengthen the regional economy.

VALUES:

ASUN's core values of belonging, compassion, diversity, innovation, and integrity shall drive our institutional priorities and goals.



ASUN QUICK FACTS

2021-2022

Annual Enrollment: 4,347

Degrees Awarded

Associate Degrees: 353

Certificates: 1,087

(Technical Certificates & Certificates of Proficiency)

Retention Rate: 60%

(State Average: 55%)

Graduation Rate: 38%

(State Average: 33%)

MORE
THAN:



CREDIT AND
NON CREDIT
PROGRAMS
OFFERED

SCHOLARSHIPS

Institutional: \$310,542

Private: \$564,325

(as of 7/14/2022)

STUDENT DEMOGRAPHICS

White: 72.7%

African American: 14.7%

Other: 8%

Hispanic: 4.7%

24 and under: 73.5%

25 and over: 26.5%



(37.3% male)



(62.7% female)

ATTEND ASUN:

NEWPORT | JONESBORO | MARKED TREE
ONLINE | ADULT EDUCATION CENTERS

IGNITE Academy, Workforce Training Center,
Prison Education, Concurrent Credit, Tech Depot

ASUN EMPLOYS MORE
THAN 300 PEOPLE



STRATEGIC PRIORITY 1: STUDENT SUCCESS

Develop and implement a holistic student life model that reduces barriers and engages students. Provide high-impact growth and development opportunities recognizing the diversity of students.

Focus Areas:

- Customer service
- Enrollment management
- Guided pathways
- Holistic student supports

STRATEGIC PRIORITY 3: INSTITUTIONAL EXCELLENCE

Advance a culture of responsible stewardship that enhances effectiveness and efficiency. Utilize data-driven decision-making to strengthen operational systems and processes.

Focus Areas:

- Data-driven decision-making
- Diversity, equity, and inclusion
- Fiscal sustainability
- Infrastructure

STRATEGIC PRIORITY 2: EMPLOYEE SUCCESS

Embrace employee-centric processes and opportunities to enhance recruitment, job satisfaction, and retention. Foster a culture that supports diversity, equity, and inclusion.

Focus Areas:

- Culture
- Onboarding
- Recruiting
- Retention



STRATEGIC PRIORITY 4: COMMUNITY ENGAGEMENT

Cultivate and strengthen partnerships that support the college mission and the common good. Serve and engage communities to promote social, economic, and cultural growth.

Focus Areas:

- Accessibility
- Branding
- Partnerships
- Service





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