

HOWARD UNIVERSITY STRATEGIC PLANNING PROCESS

What Is a strategic plan and why does it matter to HU?

The strategic plan is a **comprehensive roadmap that outlines our university's goals, priorities, and the strategies to achieve them**. Building off Howard Forward, our 2019-2024 strategic plan, our current engagement to create the next iteration will foster clarity, accountability, and be a guiding document for decisions and resource allocation. Ultimately, this **plan will push Howard University to "Maximum Strength"** as we look to become the Next Generation HBCU.

Who are we engaging:

This strategic planning process is **rooted in Howard's commitment to excellence and the bonds we share with our community**. Guided by our principles of transparency and inclusivity, we're engaging students, staff, faculty, alumni, neighboring businesses, government officials, and other key stakeholders through events, curated conversations, and surveys. **This process will foster shared ownership within the plan and ensure that everyone's needs are considered.**



The Key Priorities:

With the lessons learned during the Bison Engagement Tour and Retrospective Assessment of the former strategic plan, Dr. Vinson announced his presidential goals that will frame the strategic planning process:

- ▶ **Increase revenue** to ensure HU's financial sustainability
- ▶ Position HU to be a **premier destination for undergrad, graduate, and professional students**
- ▶ Establish a **continuous improvement process** for organizational procedures and services.
- ▶ **Advance our Capital and Campus Master Plan**
- ▶ Increase the national and international **visibility of HU**



HOWARD
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SCAN HERE

for any questions and feedback
strategicplan.howard.edu



The Process:

Strategic plans are built from the priorities of the institutions they guide. As Howard closed out our last strategic plan, we came away with great findings on how to **engage our community to discover not just the needs of the mecca that is Howard, but the people that make us great**. Kicking off in 2024, the strategic planning process began with President Vinson's Bison Engagement Tour to hear from Howard students, faculty, and staff on what they need to reach Maximum Strength. Coming out of the tour, the Office of Strategy alongside President Vinson developed the Bison Real Talk series, a wave of conversations covering the topics our fellow Bisons knew Howard needed to lead on in order to reach Maximum Strength. **We know the key to this process is hearing from our Howard community**. In close collaboration with you, we developed the following guiding principles to lead this process:



Be Transparent



Align to Howard's Mission and Core Values



Use Data



Aim for Inclusive Engagement



Be Sensitive



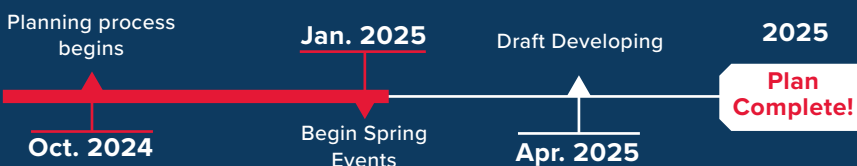
Be Creative

Following these principles, we created two governance committees: the Bison Vision Council and Hilltop Architects to determine the priorities for not just Howard, but our entire Bison community.

Since Fall of 2024 we've held conversations on emerging issues such as AI and challenges facing higher education. **Throughout the planning process, we'll discuss the topics most impacting our community today including financial challenges and mental well-being**. We're also engaging our external partners with regular communications, meetings, and pop-up events on campus to gather input from all stakeholders. This feedback will be collected into the primary themes of our new strategic plan to bring Howard to Maximum Strength.

The Timeline:

Howard University officially began the strategic planning process in October, 2024 and plans to release the finalized plan in 2025.



Events to Look Out For:

We've created multiple avenues to ensure we build this plan with our stakeholders. See below for events to engage in. Visit strategicplan.howard.edu for more details.

- ▶ **Office of Strategy Pop Up's:** Interactive sessions to gather valuable feedback from students, faculty, and staff.
- ▶ **Bison Real Talks:** Discussions on the most pressing topics facing our University: student experience, social justice, AI, and community service and more
- ▶ **Strategic Plan Town Hall(s):** Individual meetings tailored to faculty and staff, students, and alumni to collect your thoughts and needs

