The University seal combines the basic elements of the seals of its parent institutions, Atlanta University and Clark College. The outer circle of the seal bears the name and founding date of Clark Atlanta University; the inner circle bears the traditional mottos “I’ll find a way or make one” (Atlanta University) and “Culture for Service” (Clark College). In the field of the seal is an open book representing the search for and transmission of knowledge, and more specifically the enlightenment of the Bible. On the left page are inscribed the date of the founding of Atlanta University and its traditional emblems of the sword of truth and torch of knowledge. On the right page are the founding date of Clark College and its emblem of a lamp. Both the torch and the lamp signify knowledge and the illumination of the mind.

The mission of Clark Atlanta University is to provide a quality undergraduate, graduate and professional education to a student body that is predominantly African-American and also diversified by students from various other racial, ethnic, cultural and socioeconomic backgrounds. As an institution grounded in the liberal arts, the University is committed to the development of productive and creative students who excel in their chosen careers and who become responsible citizens in their communities and the world.

To achieve its mission, the University attracts and maintains a dedicated faculty that meets high professional standards in teaching, scholarship, research, and service. The University also provides an educational environment in which its students thrive, learn, and develop their potential for leadership and responsible citizenship, and the pursuit and creation of knowledge.

The University maintains an historic relationship with the United Methodist Church and emphasizes sound ethical and moral principles that promote personal integrity and understanding of others.
PURPOSE STATEMENT

Clark Atlanta University is dedicated to preserving and disseminating the heritage of peoples of African descent. Our growth and survival are predicated upon self-knowledge and self-respect, both of which are rooted in a knowledge of history. In pursuit of its mission, Clark Atlanta University accepts the mandate of its parent institutions: Atlanta University’s motto, “I’ll Find a Way or Make One,” and Clark College’s motto, “Culture for Service.” Rooted in its African-American heritage, impacted by present and projected trends, destined to shape the future, the purposes of Clark Atlanta University are:

1. To maintain a repository of knowledge and an environment which fosters maximum intellectual, social, and cultural development of students, faculty, administrators, and staff.

2. To engage in the exploration of innovative ideas through research and teaching, new programs and educational experiments, both within and across disciplinary lines, so that the University shall be on the leading edge of American education and so that its graduates shall be informed, visionary, culturally sensitive, politically engaged, and socially responsible individuals with an understanding of their heritage and a strong commitment to advancing social justice.

3. To provide, through experimentation, research, and social and cultural analysis, new solutions to the physical and social problems of humankind.

4. To provide excellent education for those students who have proven they are high achievers and for those students who have the capacity for achieving excellence despite previous adverse circumstances.

5. To provide an increasingly diverse population with competent teachers and role models at all levels of education.

6. To promote artistic and creative expressions and to emphasize their importance in shaping intellect, values, and culture.

7. To provide members of the larger community with opportunities for continuing education which are consistent with the overall mission of the University.

CAMPUS CULTURAL CREED

Clark Atlanta University is committed to academic excellence, building character and service to others. The University will achieve its mission by cultivating an environment of honesty, kindness, mutual respect, self-discipline, school loyalty, trust, academic integrity and communal pride. As a member of this scholarly community, I make the following pledge:

- I will work to promote academic honesty and integrity;
- I will work to cultivate a learning environment which opposes violence, vulgarity, lewdness and selfishness;
- I will embrace the concept of mutual respect by treating others the way I want them to treat me;
- I will support a campus culture of diversity by respecting the rights of those whose views and experiences differ from my own;
- I will honor and care for the sanctity of my body as the temple of God;
- I will commit myself to service so that I can make a difference in the world and a difference for more than just myself;
- I will celebrate and contribute to the "spirit of greatness" left by those who preceded me, and I will work to leave this a better place for those who follow me.

As a member of this community, I am committed to conducting myself in ways that contribute to a civil campus environment which encourages positive behavior in others. I accept the responsibility to uphold these noble ideals as a proud member of the Clark Atlanta University Family.
STRATEGIC INSTITUTIONAL GOALS

1.0 To enhance and maintain an environment which fosters intellectual, social and cultural curiosity and creativity and the continuing development of morally sound value systems among students, faculty, administrators and staff.

2.0 To develop accelerated undergraduate and graduate degree programs, and other new programs and educational experiments using innovative ideas through research and teaching, both within and across disciplines, and in keeping with the mission of the University.

3.0 To increase the number of African-American faculty members who obtain doctoral degrees in the critical areas of natural and mathematical sciences, humanities and social sciences.

4.0 To implement a comprehensive approach for continuous academic program review and assessment to improve quality and determine resource requirements and new directions through a system of external visiting committees.

5.0 To enhance the role of research with an improved research infrastructure and an evaluation system that recognizes the importance of research and teaching to the mission of the University.

6.0 To implement an integrated and centralized program for faculty and staff to address personal and professional development.

7.0 To continue to institute modern management techniques, taking into account the new information systems, the improvement of human work environments and the effective energy efficient utilization of space.

8.0 To build and maintain a vigorous institutional advancement and fund-raising capacity to provide the financial resources necessary to meet the University’s goals.

9.0 To continue to develop and implement a comprehensive student life program that will include both undergraduate and graduate levels.

10.0 To develop and implement more comprehensive public service programs, including opportunities for students to participate in local, national and international internships and work experiences.

11.0 To implement a systematic plan for attracting a student body of increasing quality and size and an improved academic support plan to improve student retention.

12.0 To enhance and provide services to meet the educational, cultural and social service needs of the community by maintaining ongoing linkages with other local, regional, national and international institutions.

13.0 To enhance the institution’s commitment to provide education and technical assistance to other nations through programs, and to the furtherance of a university community that will be sensitive to the nature and depth of global interdependence.

14.0 To provide a state-of-the-art telecommunication infrastructure using multimedia technology to facilitate excellence in teaching, research, and service.

GENERAL INFORMATION

RELATED INSTITUTIONAL GOALS
(Strategic Priorities, 2004-2005)

The 2004 - 2005 strategic institutional priorities are related to the following institutional goals:

1.0 To enhance and maintain an environment which fosters intellectual, social and cultural curiosity and creativity and the continuing development of morally sound value systems among students, faculty, administrators, and staff.

4.0 To implement a comprehensive approach for continuous academic program review and assessment to improve quality and determine resource requirements and new directions through a plan of external visiting committees.

6.0 To implement an integrated and centralized program for faculty and staff to address personal and professional development.

7.0 To continue to institute modern management techniques, taking into account the new information systems, the improvement of human work environments, and the effective energy efficient utilization of space.

11.0 To prepare a systematic plan for attracting a student body of increasing quality and size and an improved academic support plan to improve student retention.

14.0 To provide a state-of-the-art telecommunication infrastructure using multimedia technology to facilitate excellence in teaching, research, and service.
Following are the 2004-2005 Strategic Institutional Priorities:

PRIORITY 1: UNDERGRADUATE STUDENT ENROLLMENT

1.1 Recruitment
1.2 Retention
1.3 Graduation Rate
1.4 Enrollment Services

PRIORITY 2: FACULTY AND STAFF DEVELOPMENT

2.1 Accountability
2.2 Training and Development

PRIORITY 3: GRADUATE STUDENT EDUCATION

3.1 Reorganization of the Office of Graduate Studies
3.2 Recruitment
3.3 Retention

PRIORITY 4: INSTITUTIONAL/PROGRAM ACCREDITATION

4.1 Implementation of Student Learning Plans
4.2 Budgetary Support for Accreditation
4.3 Implement Institution-Wide Outcomes Assessment Activities
4.4 Preparation for Accreditation Reviews

PRIORITY 5: QUALITY AND UTILIZATION OF SPACE

5.1 Building Systems – HVAC, Plumbing and Electrical
5.2 New Classroom Building
5.3 Upgrading of Existing Academic Facilities
5.4 Student Housing

PRIORITY 6: RESTRUCTURE ADMINISTRATIVE AND MANAGEMENT RESOURCES

6.1 Restructuring of Administrative and Management Resources
6.2 Implementation of a Communications and Publications Program
6.3 Review and Improve Administrative Processes and Systems
6.4 Extend Application of the Banner System

PRIORITY 7: STUDENT-CENTERED INSTITUTIONAL CLIMATE

7.1 Customer Satisfaction
7.2 Student Support Services
7.3 Student Engagement – Positive Relationships with Faculty, Staff and Administrators
7.4 Safe and Secure Living/Learning Environment
ACCREDITING BODIES

UNIVERSITY ACCREDITATION
Clark Atlanta University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (1866 Southern Lane, Decatur, Georgia 30033-4097; telephone (404-679-4501), to award Bachelor’s, Master’s, Specialist and Doctor’s degrees.

SCHOOL OF ARTS AND SCIENCES
Commission on the Accreditation of Allied Health Education Programs
The American Health Management Association’s Council Accreditation

SCHOOL OF BUSINESS ADMINISTRATION
Association to Advance Collegiate Schools of Business Administration, BA and MBA programs

SCHOOL OF EDUCATION
National Council for Accreditation of Teacher Education

SCHOOL OF LIBRARY AND INFORMATION STUDIES
American Library Association, MSLS program

SCHOOL OF SOCIAL WORK
Council on Social Work Education, BSW and MSW programs