



223 JAMES P. BRAWLEY DRIVE, S.W. HARKNESS HALL | ATLANTA, GA 30314
404.880.8500 | WWW.CAU.EDU

GEORGE T. FRENCH, JR., PH.D.

PRESIDENT

July 21, 2023

Dear CAU Faculty and Staff,

This past spring, we kicked off the University's planning efforts for our next 5-year strategic plan: *Destination 2028*. In April, we held a Strategic Planning Retreat led by Dr. Lauren Lopez, where she presented the University's internal and external SWOT analysis. Immediately following the retreat, I appointed a 30-member Strategic Planning Steering Committee comprised of faculty, staff, and students and chaired by our new Provost, Dr. Charlene Gilbert.

I want to thank the SPSC members and working group members who have been working hard all summer on initial drafts of each focus area for our next strategic plan. An overview of the Strategic Plan Working Groups and the Strategic Plan's five (5) focus areas was shared in the [May 3, 2023 Communication](#):

1. **Academic Planning**, chaired by Dr. Charlene Gilbert, Provost and Senior Vice President for Academic Affairs
2. **The Student Experience**, chaired by Dr. Cherise Peters, Vice President for Enrollment Management and Retention
3. **Institutional Effectiveness**, chaired by Mr. Eli Phillips, Executive Vice President, Chief Operating Officer
4. **Institutional Advancement**, chaired by Dr. Richard Lucas, Vice President for Institutional Advancement
5. **The Guiding Statements Taskforce**, chaired by Dr. Jenny Jones, Dean for the Whitney M. Young, Jr., School of Social Work, and Dr. Lorri Saddler, Vice President for Alumni Relations and Engagement.

The working groups developed draft strategic goals, objectives, strategies, and performance metrics. During the next two weeks, we will begin reaching out to our various stakeholders (students, faculty, staff, alumni, and community members) for feedback on the initial draft.

As we continue this process, I strongly encourage you to visit the *Destination 2028* strategic planning website at <https://www.cau.edu/about/strategic-planning-process.html>. We will add information and strategic planning updates to the site weekly until we complete this process. In the upcoming weeks, Provost Gilbert will share additional updates and opportunities for the campus community to provide feedback and insights on our path forward.

Once again, thank you for participating in this process, and I look forward to seeing our collective vision emerge as we build our *Destination 2028* Strategic Plan.

Sincerely,

A handwritten signature in cursive script that reads "George T. French, Jr.".

George T. French, Jr., Ph.D.
President

cc: Dr. Charlene Gilbert
Provost and Senior Vice President for Academic Affairs

Dr. Lauren V. Lopez
Vice President for Planning, Assessment and Institutional Research/SACSCOC Accreditation Liaison