

FUTURES



“The Door to Success”



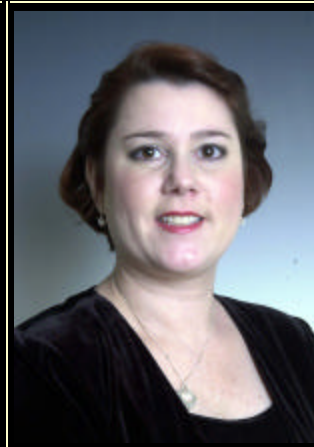
Mable Scott



Deloris Chisley



Jason Boyd



Robyn Greenberg



Calvin Riley



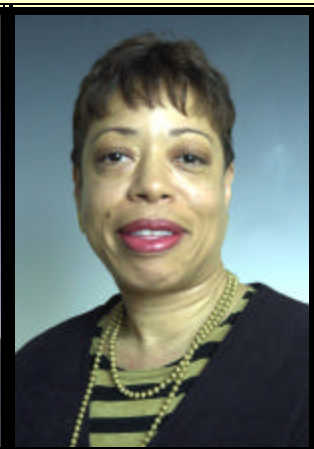
Mary M. Correll



**Ayanna
Boyd-Williams**



Robert Ussery



Edna Ragins



Mel Swann



Shirley Frye



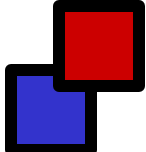
Byron Kearney



Vision Statement

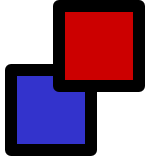


North Carolina Agricultural and Technical State University is a learner-centered community that develops and preserves intellectual capital through interdisciplinary learning, discovery, engagement and operational excellence.





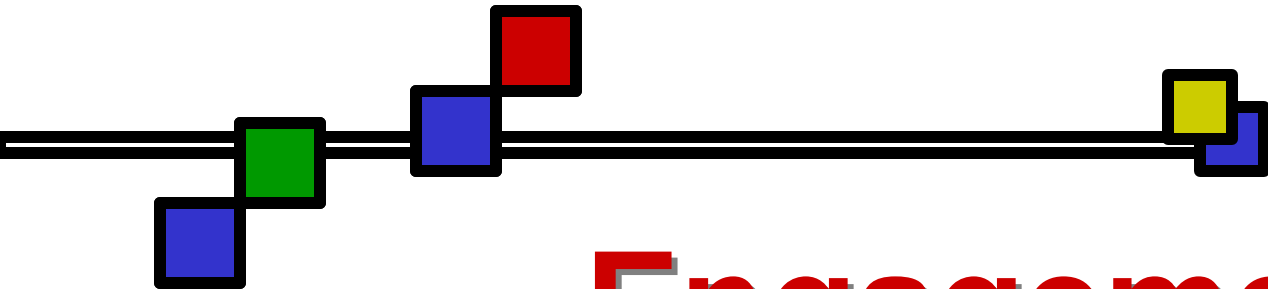
Interdisciplinary Learning

- Everyone is special and has something valuable to contribute
 - Cross-curricula training/thinking
 - Cross-curricula collaborations
- 



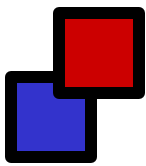
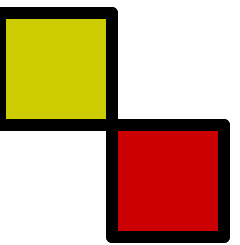
Discovery

- 
- Practicum
 - Co-ops
 - Research Opportunities
 - Internships
 - Study Abroad
 - International Cooperative Programs
 - Teaching Fellows
- 



Engagement

- Students
- Faculty
- Staff
- Alumni
- Other Stakeholders

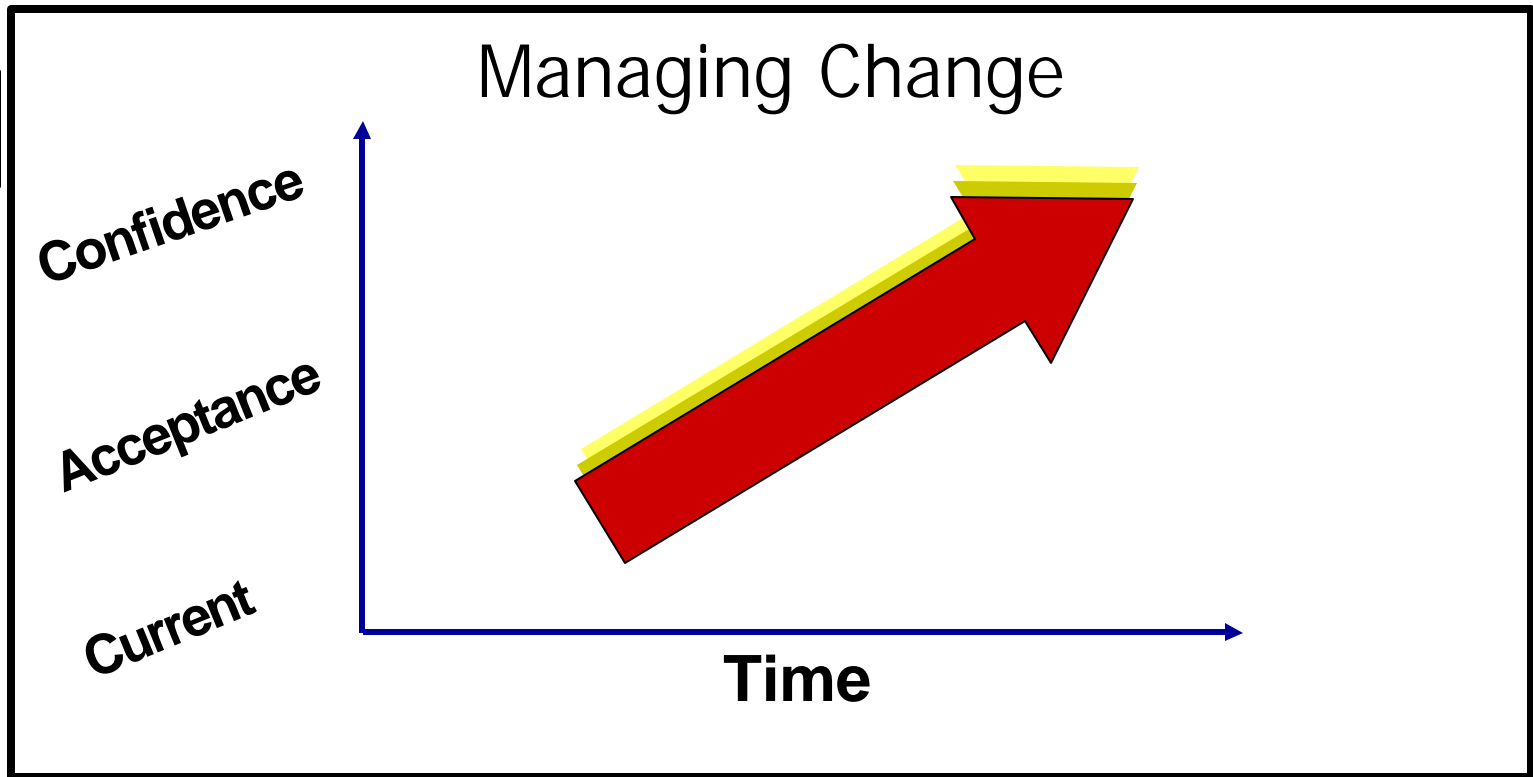




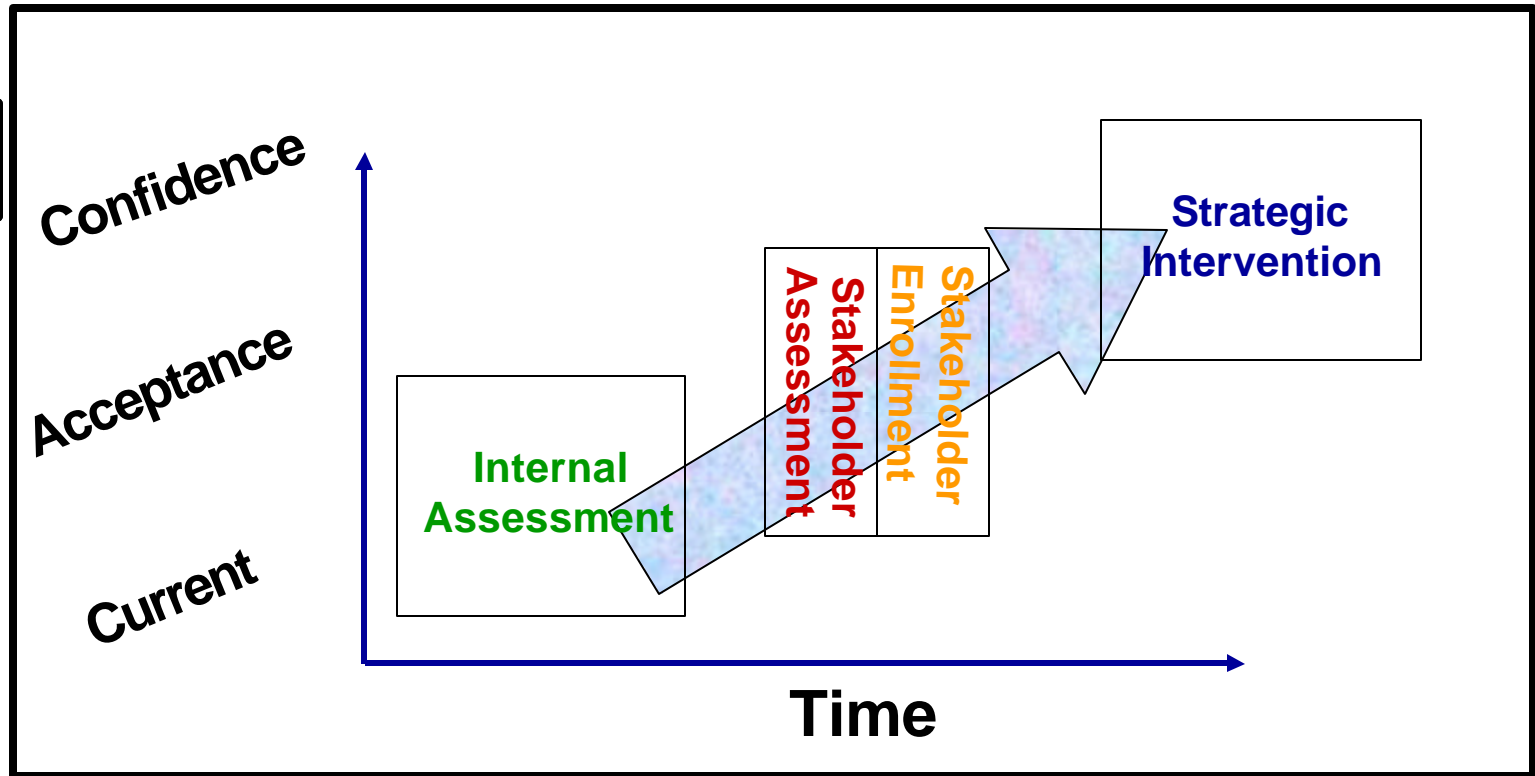
Operational Excellence

- Environment
- Resources
- Culture
- Fiducia
- Professional Development

Strategic Direction

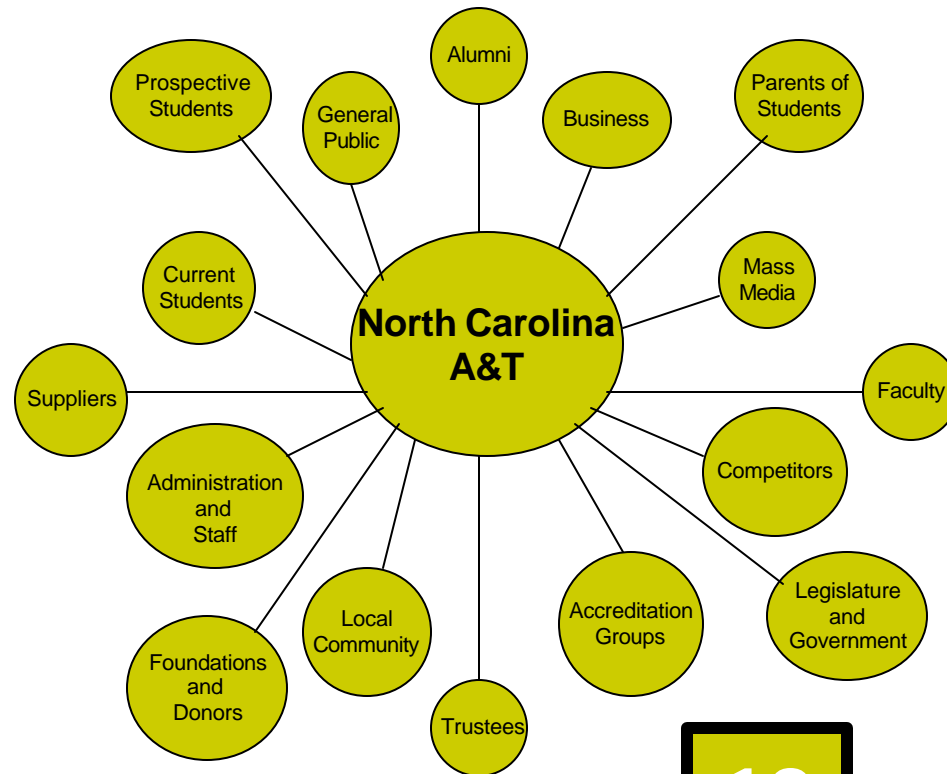


Managing Change



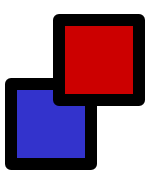
Stakeholder Communication Plan

Relevant Stakeholders





Stakeholder Communication Plan

- Confirm internal commitment
 - Develop and review Stakeholders' list
 - Categorize
 - Influencers of the intervention
 - Those impacted by the intervention
 - Identify what level of support will be required
- 



Stakeholder Communication Plan

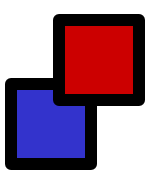
- Determine the “current state” for each Stakeholder: What is their perception of North Carolina A&T **NOW?**

-AND-

- Identify the “size of the prize” – How much is this effort worth?

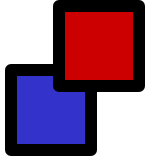


Stakeholder Communication Plan

- Identify what the desired outcome is for each Stakeholder
 - Identify what action is needed to ensure that each Stakeholders' needs are addressed
 - Identify the appropriate communication medium (frequency and key customers)
 - Commit time to review progress / adjust
- 



Stakeholder Communication Plan

- Prioritize which outcome to tackle first by category
 - Enrollment / Retention (% change)
 - Capital / Intellectual Properties (net \$)
 - Customer Service (zero defects)
- 



Stakeholder Communication Plan

Unique “Branding”

North Carolina A&T is -

EXPECT SUCCESS

Where learning never stops

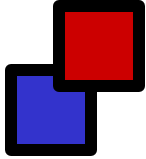


Stakeholder Communication Plan

Creative Brief (Example)

Student as Stakeholder

Brand: NC A&T is the place to go to create an interdisciplinary curriculum to meet emerging stakeholder needs.



Assignment: Promote the NEW interdisciplinary vision to enroll students



Stakeholder Communication Plan

Creative Brief (Example)

Student as Stakeholder

Target Audience: Adults, In-State & Out-of-State, Traditional and Non-Traditional attitudes/opinions/interests/lifestyles



Accepted Consumer Belief: A great university that provides options to customize the learning experience leading to maximum career opportunities.



Stakeholder Communication Plan

Creative Brief (Example)



Student as Stakeholder

What is the promotion intended to achieve?

Generate awareness of NC A&T's interdisciplinary thrust.

The Single-Minded Proposition: NC A&T's **NEW** thrust is that you can create your own major, supporting career aspirations.

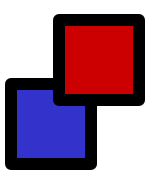


Stakeholder Communication Plan

Creative Brief (Example)

Student as Stakeholder

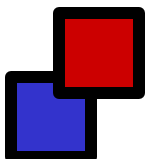
Substantiation for the Proposition: NC A&T students will be able to design courses of study to enhance career advantages.



Desired Image: Innovative, exciting and evolving culture that truly captures “Aggie Pride” on and off the campus.

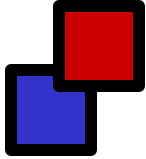


Tactical Considerations

- Implementation plan
 - Leadership – “Walking the Talk”
 - Robust project staffing
 - Organization Change / Communication Process
 - Well-defined training plan
 - Interdisciplinary Integration
- 

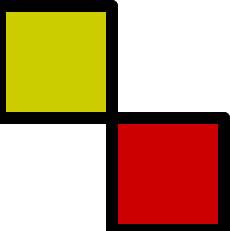
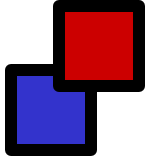


Strategic Considerations

- Plan to take advantage of the new benefits (new technology)
 - Sustaining the gain
- 

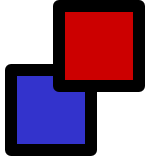


Recommendation

- 
- Complete Stakeholder analysis
 - Commit resources (internal and external)
 - Develop comprehensive Change Management Plan
- 

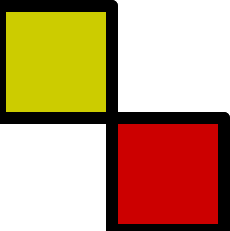
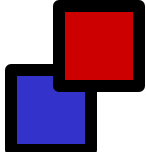


New Strategic “Branding”

- Marketing Plan
 - Research (External Experts)
 - ***NEW MESSAGE***
- 



Marketing RFP

- 
- Intent
Create and guide A&T through a marketing planning process.
 - Scope
Develop a corporate, integrated marketing plan for A&T.
 - Why
A&T has never had a comprehensive, integrated marketing plan.
- 

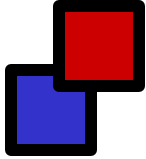


Marketing RFP



- End Product

Impact and enhance academic affairs, recruiting, retention, student affairs, athletics, career services, continuing education, donations and overall program improvements.

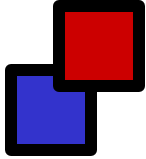


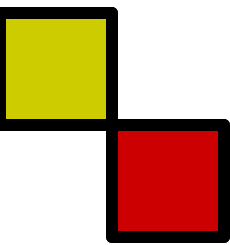
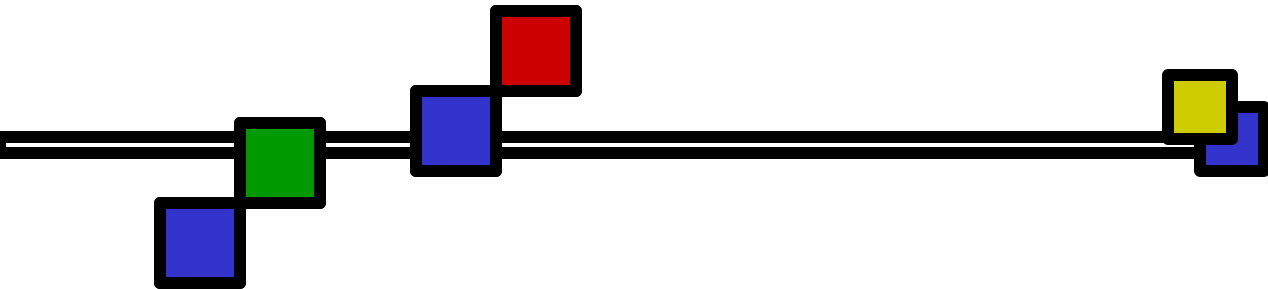


Marketing RFP



- Selection Process

- Meetings, presentations and dialogue
 - The chosen firm made a compelling presentation that specifically spoke to issues articulated in the RFP.
 - Purchasing Office and University Relations are presently answering questions from the N.C. Department of Administration.
 - Firm will start per state approval.
- 



Creative Samples

