Charting Excellence Together
Implementation of Armstrong’s Strategic Plan

ARMSTRONG ATLANTIC STATE UNIVERSITY
Our **Mission**

Armstrong is teaching-centered and student-focused, providing diverse learning experiences and professional programs grounded in the liberal arts.

Our **Vision**

Armstrong strives to be an academically selective institution of first choice, recognized nationally for undergraduate, graduate and professional education.

Our **Values**

Armstrong embraces these core values:

- We value education that is student-focused, transformative, experiential, rigorous and leading to student success.
- We value balance among teaching, mentoring and scholarship.
- We value an environment of mutual trust and collegiality that builds an inclusive community.
- We value transparency that fosters shared governance.
- We value and respect diversity.
- We value ethical behavior and accountability that support high standards of performance.
- We value civic engagement through outreach and service.
- We value our relationship with Savannah, its unique geographic location, rich history and abundant opportunities.
With the introduction of our strategic plan came the promise that it would not be just a booklet on the shelf. Instead, the plan would be a driving force; a thread that weaves every activity and initiative at Armstrong together; a lens through which we view our roles, responsibilities and accomplishments; and a foundational commitment that we share every day—our commitment to student success.

No matter which of the goals our personal activities support, we all join together to provide a learning environment that is challenging, engaging and transformative for our students, as we prepare them for their future beyond Armstrong. You will see from the volume of information submitted by our deans and leaders across campus that goals one and two are indeed the heart and soul of Armstrong’s strategic plan.

It is with pride that we chart our progress toward these goals with but a few highlights from the last academic year.

**Strategic Goal 1**

Armstrong will impart the skills and habits of mind to motivated students that help them realize their potential as productive citizens of the world.

**Students in the spotlight**

- Doctor of Physical Therapy students had a 100% first-time pass rate for licensure every year since inception in 2010.
- STEP grants allowed incoming freshmen to conduct research with faculty and upperclassmen in the College of Science & Technology.
- Sixteen College of Education graduates were Teacher of the Year in Savannah-Chatham County Public Schools.
- Army ROTC cadet Michael Holly was ranked in the top 10 on the national Order of Merit List from 5,600 nominees.
Moot Court placed two teams in the national tournament.

Seventeen Armstrong athletes earned All-America honors.

Armstrong’s Collegiate 100 chapter was named the 100 Black Men of America’s 2012 Chapter of the Year.

Art major Annaliza Borba’s logo design was selected by the Hilton Head Symphony.

The Scholars Symposium showcased 169 student/faculty research projects.

**Strong support behind them**

- Armstrong’s Military Outreach Center opened in June to better serve our military personnel, families and veterans.
- The new Office of Online and Blended Learning was established.
- OMGraduation was launched by Career Services to teach fundamental life and job search skills.
- Armstrong was named the lead institution in the $600,000 Lumina Foundation grant, which will create collaborative programs preparing Latino students and their families for the college experience.
- The inaugural Armstrong Summer Challenge program provided students who showed academic promise the opportunity to complete this program and become members of our new freshmen class. The program had a 100% success rate.
- Peer tutoring was implemented by Housing & Residence Life and the College of Science & Technology.
- SPARC II (Strategic Planning & Resource Council) awarded grants for seven initiatives quite different in scope, but all with the goal of supporting student success (see SPARC grant reports at armstrong.edu/sparc).
- New and improved Navigate sessions streamlined registration and included new parent education sessions.
- Financial Aid Video Know segments helped teach financial literacy.
Strategic Goal 2

Armstrong will build upon and strengthen its foundational commitment to teaching, ensuring that transformative student learning occurs inside and outside the classroom.

New learning opportunities

- Armstrong students travelled to Belize to participate in the first service-abroad project. Others experienced study abroad opportunities in more than 20 countries.
- An agreement was signed with Linnaeus University in Xaxjo, Sweden to bring nursing exchange students to Armstrong.
- Health professions students at Armstrong’s RiteCare Center and migrant health clinics spent countless hours providing health screenings and volunteer services to citizens who otherwise would not receive care.
- The Teens for Literacy program partnered College of Education students with students at East Broad Elementary, who would inspire fellow students to read.
- The College of Liberal Arts created undergraduate research stipends for 18 students.
- Undergraduates in the College of Liberal Arts published worthy work in *Calliope, Inkwell* and *Philosopher’s Stone* well before their senior year.
- A Global Online Speaker Series was launched, while a collaboration between academics and advancement created a Speakers Bureau for alumni to bring their knowledge and experiences to the classroom.
- Music students performed with Savannah Winds at the world-class Savannah Music Festival.
- The Savannah Book Festival provided students with opportunities to meet renowned authors Stephen King and Jamie Ford and attend a lecture by Melissa Fay Greene on campus.
The Immortal Life of Henrietta Lacks, Armstrong’s Common Read, brought engaging discussions about medical ethics and practices among students, faculty, staff and community professionals.

Student ambassadors and Navigate teams practiced their leadership skills at campus recruiting and orientation events.

More than 2,500 students attended campus safety and information sessions provided by University Police.

A positive learning environment

- Renovation of Gamble Hall is underway and construction has begun on the Learning Commons, a new interactive learning area adjacent to Lane Library.
- Armstrong became tobacco-free August 1, the result of a cross-campus initiative.
- Campus recycling initiatives were expanded.

Strategic Goal 3

Armstrong will enhance existing campus technologies, expanding both its technological capabilities and reach to meet current and emerging needs.

- Bandwidth grew 600%.
- Cross-campus teams began implementation of a new portal that simplifies log-ins and allows targeted messaging and services.
- Thirty new smart classrooms provided faculty with new and interactive teaching tools.
- Students gained access to Armstrong email on their mobile devices, a highly requested service.
- Online and mobile bill payment services were enhanced.
- Blogs allowed students to share their research and travel experiences.
- Desire2Learn implementation teams were formed.
Strategic **Goal 4**

Armstrong will strengthen its financial base, diversify university resources and wisely invest in initiatives in order to ensure long-term sustainability.

- A $1.3 million federal grant provided for new cooling equipment in the Science Center, with projected energy savings of 34% in the Science Center and 11% for campus overall.
- The Armstrong Commitment Fund was launched to provide $100,000 in targeted need-based aid to help enrolled students close the affordability gap.
- A Parent Program was launched to cultivate new donors and help with student preparation and retention.
- Moody’s recently affirmed its A2 and A3 bond ratings and stable outlook for Armstrong, citing the Board of Regent’s broad rental revenue pledge, the university’s solid market niche as a regional public university with strong health sciences programs and balanced operating performance.

Strategic **Goal 5**

Armstrong will increase its visibility across the state and region by transforming its most compelling strengths, values and offerings into resonant messaging that inspires loyalty among internal stakeholders and alumni and builds lasting relationships with the local community.

- Armstrong men’s and women’s teams won national championships.
- The Pirate ship sailed on St. Patrick’s Day, accompanied by 100 marchers.
- Armstrong’s Patriotic Concert brought more than 1,000 community guests to campus.
- More than 700 volunteers participated in community service projects during fall and spring Treasure Savannah day of service.
The Armstrong Community Summit engaged campus, community, military and business leaders in strategic conversations, leading to new initiatives to serve these groups.

The Pirates brought home Peach Belt Conference titles in soccer, volleyball, baseball, softball, men’s and women’s tennis and women’s golf, as well as the Peach Belt Commissioner’s Cup.

armstrong.edu attracted 4,488,326 unique visitors from off-campus.

The Notable Alumni celebration held in October has become a popular yearly tradition.

Armstrong led the drive to raise nearly $25,000 for Light the Night leukemia walk, becoming Savannah’s most successful team.

First national juried art exhibition brought regional and national exposure.

Latino student success efforts were featured in the Chronicle of Higher Education.

Toys for Tots and Clothes for Kids made holidays brighter for families in Savannah.

ArmstrongExperience.com won regional CASE recognition.

University Police conducted a series of safety training events for the community, such as car seat safety.

The Coastal Savannah Writing Project hosted its third Summer Institute, working with more than 300 local public and private schoolteachers.

For a timeline showing the development of the strategic plan, visit armstrong.edu/sparc.