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.
ARMSTRONG’S STRATEGIC PLAN

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 we share every day—Armstrong’s Strategic Plan is 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.

It is with pride that we chart our progress toward these goals, including a few highlights from the 2013-2014 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.

- Armstrong secured USG Board of Regents approval for a new B.S. in Business Economics and a new B.S. in Biochemistry. Both degree programs were created in response to student demand and will launch in the fall of 2014.
- Armstrong launched an online master’s degree in Criminal Justice, as well as a graduate certificate in Cyber Security.
- Armstrong earned the Peach Belt Conference’s Commissioner’s Cup for the third consecutive year and the Peach Belt Conference’s President’s Academic Award for the second consecutive year.
- The Master of Public Health program was reaccredited through 2021, ensuring continued standards of excellence for teaching graduate students a credible, high-quality curriculum.
- The College of Education pass rate on the Georgia Assessment for Certificate of Educators was 100%.
- The Medical Laboratory Science program had a 95% pass rate on the national certification examination.
- Armstrong waived all student fees for active duty soldiers.
- Enrollment in the Professional Communication and Leadership graduate program expanded from 10 to 50 students.
- Armstrong’s second annual Clothing Closet outfitted more than 200 students with professional outfits for job interviews.
• On-campus Career Fairs attracted 106 employers and 490 students.
• Health Sciences graduates recently served as private sector advisors on the U.S. delegation to the 67th World Health Organization Assembly in Geneva, Switzerland.
• Armstrong’s student athletes maintained an overall GPA of 3.0.

**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.

• Armstrong launched a new Green Zone program to support active duty military students and veterans on campus and was named a Yellow Ribbon Program school.
• The Exceptional Student Education programs in the College of Education partnered with area agencies to launch Project SEARCH, a job coaching and mentorship program for high school students with special needs.
• More than 125 Armstrong students participated in Teens for Literacy and military outreach programs, including East Broad Street T4L student Shadowing Day, Savannah Children’s Book Festival and Military Family Day.
• The Outdoor Adventures program through the Student Recreation Center added new trips such as swimming with manatees, overnight caving in Tennessee, white water rafting, sky diving, horseback riding and kayaking, attracting a total of 184 students.

• Twenty Armstrong students assisted Memorial University Medical Center with its regional disaster full-scale hurricane evacuation exercise in March.

• Patient Advocate course students contributed 41 hours to help St. Mary’s Community Health Mission, Good Samaritan Clinic and others.

• Dr. Amy Potter, assistant professor of history, received a National Science Foundation grant to study historic plantations across the South and will include Armstrong students in her research.

• The Medical Laboratory Sciences program has entered into a partnership with Ngee Ann Polytechnic and Tamasek Polytechnic in Singapore to increase international enrollment.
STRATEGIC GOAL 3

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

- IT Services upgraded the wireless Internet system, eliminating the login timeout for students.
- The College of Education added more than $90,000 of departmental funds in classroom and teaching technology, including upgrading computer labs, investing in a 3-D printer and adding SMART Board technology and software.
- Armstrong reduced time for admissions acceptance from 45 minutes per student to five minutes per student and automated the accept/deny letter process.
- The Cyber Forensics Lab expanded to include new software and hardware options for Criminal Justice Internships and Criminal Justice System support.
- The university automated the GI Bill and VA benefit process, which enables faster access to financial aid information.
- The Department of Nursing purchased 3G male, female and baby simulators to increase technology in the simulation lab.
- Armstrong continues to improve processes for timely awards of financial aid. Students now begin the process upon application rather than admission.
STRATEGIC GOAL 4

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

- The university’s Advancement Office strengthened Armstrong’s financial base and expanded scholarship opportunities for students by raising more than $1 million in FY14, setting a record and marking a 42% increase over the FY13 total of $689,055.
- Funding for the new Armstrong-Liberty Center and ARC building renovations was approved by the Board of Regents, giving both projects the green light.
- To date, nearly $275,000 in Commitment Fund gifts and pledges have been raised since the fund’s inception in 2012, helping 173 current students complete their degrees, despite financial hardship.
- Armstrong has reduced its total emissions by 9,000 Metric Tons of Carbon Dioxide Equivalent (MTCDE) since 2011. This occurred as space on campus increased, marking a significant decrease in utility emissions.
• Armstrong has reduced its overall energy consumption by 24% since 2010. Improvements in the energy management system have contributed to lower overall energy costs.

• Armstrong generated community-wide awareness at the inaugural Paint the Town Maroon event in April, exceeding fundraising goals by 30%.

• All campus temperature set-points have been adjusted from a range of 68-74 degrees to 72-76 degrees. For every degree a thermostat is raised in the summer or lowered in the winter there is, on average, a 5% savings in energy costs and consumption.

• The number of new donors increased by 30% and repeat donors increased by 15% over FY13.

• The university made a number of strategic campus building improvements to maximize resources, including re-purposing the Armstrong Center for the College of Health Professions expansion, creating a new Alumni Center in Burnett Hall, extending the existing Bike Path, improving soccer field drainage, renovating Compass Point apartments and renovating Gamble Hall.
**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.

- In January 2014, Armstrong Day at the Capitol in Atlanta offered a high-profile opportunity to showcase the university’s College of Health Professions to legislators from across the state.
- The inaugural Moveable Feast lecture series featured Armstrong professors speaking and performing in historic venues across downtown Savannah, attracting members of the community and earning significant media coverage.
- The College of Health Professions hosted the InterProfessional Health Care Summit, a collaborative gathering of professionals from academia and healthcare practice. Armstrong’s InterProfessional Collaborative Practice Project is funded by the Health Resources and Services Administration Nurse Education, Practice, Quality and Retention.
- “The Metal Artistry of West Africa: From the Kole Collection” attracted significant attendance and media exposure.
- The Start Strong branding campaign officially launched, expanding the university’s profile in the external community.
• Extensive local, regional and national media coverage included key media placements in the Chronicle of Higher Education, the Atlanta Journal-Constitution, USA Today and Atlanta Magazine.

• Armstrong enjoyed unprecedented levels of social media engagement, including 13,527 followers on Facebook, 1,187 followers on Twitter, 815 followers on Instagram and 11,739 followers on LinkedIn.

• Treasure Savannah united more than 500 students, faculty and staff to volunteer at non-profit organizations across the area in the spring and the fall.

• Active alumni nearly doubled between FY 2013 and FY 2014.

• The Cyber Forensics Lab became the largest digital forensics operation in the State of Georgia, providing digital forensics investigation/analysis to more than 50 criminal justice agencies across the region.

• The College of Education reached more than 450 area teachers through the Coastal Savannah Writing Project with a Fall Writing Institute, Saturday Writing Strategy Workshops, Spring Literacy Conference and Summer Writing Institute.

• Health Sciences students and faculty played a leadership role within the USG to help public universities become tobacco-free by October 2014, using Armstrong’s experience to help other universities comply with new policy.
STRATEGIC PLANNING AND RESOURCE COUNCIL MEMBERS 2014-15

Pete Hoffman, co-chair, Liberty Center-Hinesville Campus
Nashia Whittenburg, co-chair, Multicultural Affairs
Dr. Jason Beck, Economics
Dr. Katherine Bennett, Criminal Justice
Dr. Amy Heaston, ex-officio member, President’s Office
Robert Howard, ITS
Dr. Heather Joesting, Biology
Dr. Floyd Josephat, Medical Laboratory Science
Dr. Anne Katz, Childhood and Exceptional Student Education
Dr. Nandi Marshall, Health Sciences
Dr. Brandon Quillian, Chemistry and Physics
Jennifer Rushton, Athletics
Jacqueline Stepherson, Human Resources
McKenzie Williams, Adolescent and Adult Education

START STRONG
Armstrong