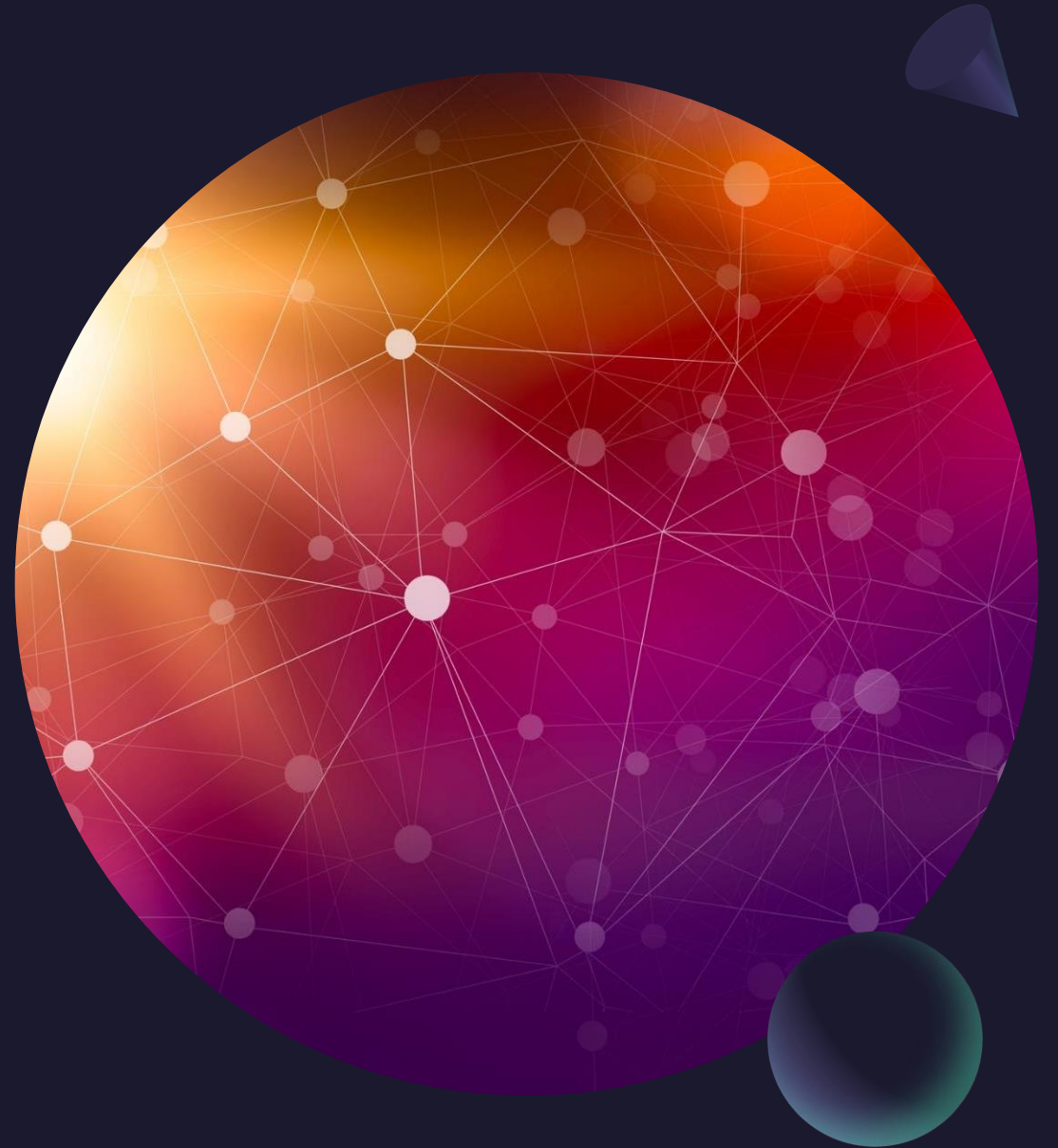


# Morehouse College Division of Professional and Continuing Studies

*Strategic Plan 2024-2029*



# Agenda

Message from the Dean

Vision

Mission

Core Values

The Planning Process

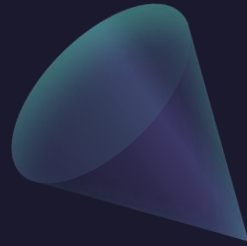
Assumptions

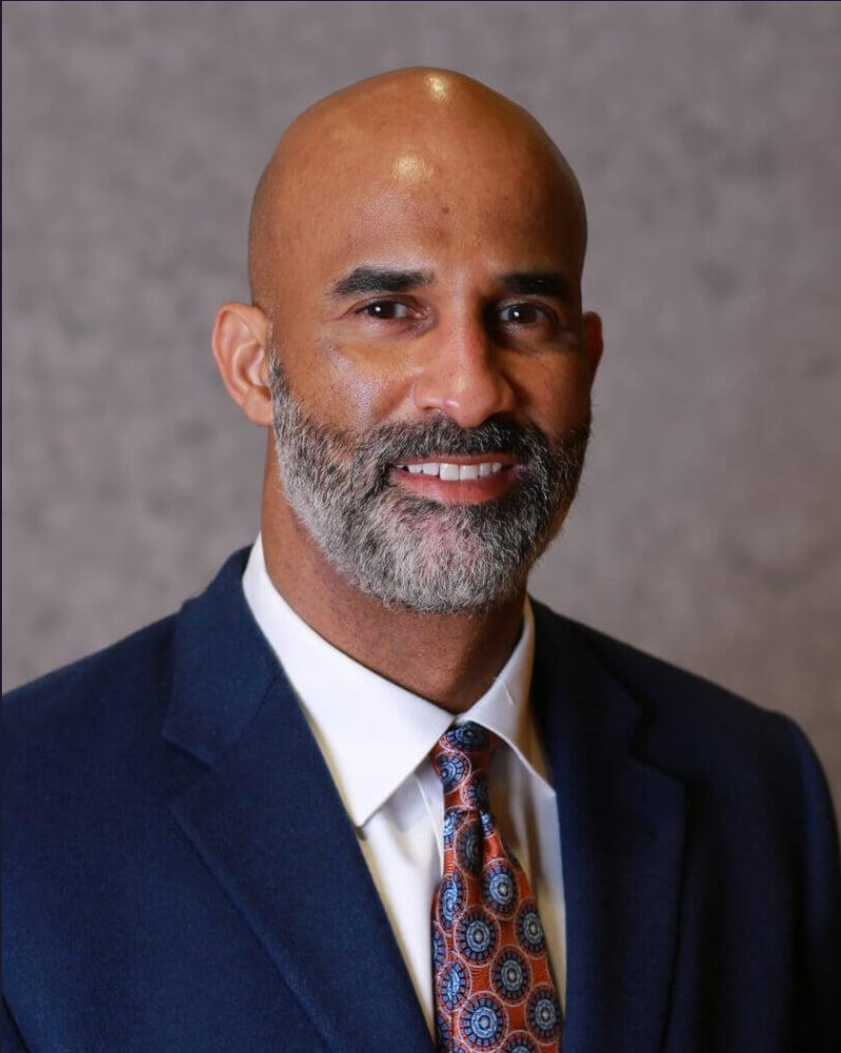
Summary

Focus Areas

- Operational Improvement
- Resource Development
- Collaborations and Partnerships

Strategic Goals





# Message from the Dean

**The Strategic Plan for the Division of Professional and Continuing Studies at Morehouse College is one of the most important documents in our development. The Plan sets the direction and benchmarks for achievements we expect to attain over the next five years. Also, the plan delineates the goals, objectives, and strategies of the Division as we seek to identify actions and activities needed to navigate and aid us in reaching new levels of excellence.**

**Dr. Claude Hutto**

# VISION

Through its expert workforce, the Division of Professional and Continuing Studies (PCS) will be known as a leader offering progressive and comprehensive programs marked by effective support systems and sound fiscal practices. Through a core undergraduate curriculum and eventual graduate degree offerings and certificate programs, the Division will provide an environment where people willingly come to learn, teach, work, and visit.

The Division's faculty will provide scholarship, personal development, social responsibility, cultural enrichment and innovative programs and services utilizing both traditional and non-traditional formats that prepare individuals for careers and leadership positions. To this end, the Division will produce global leaders who make a difference in the communities where they live, work, and serve.

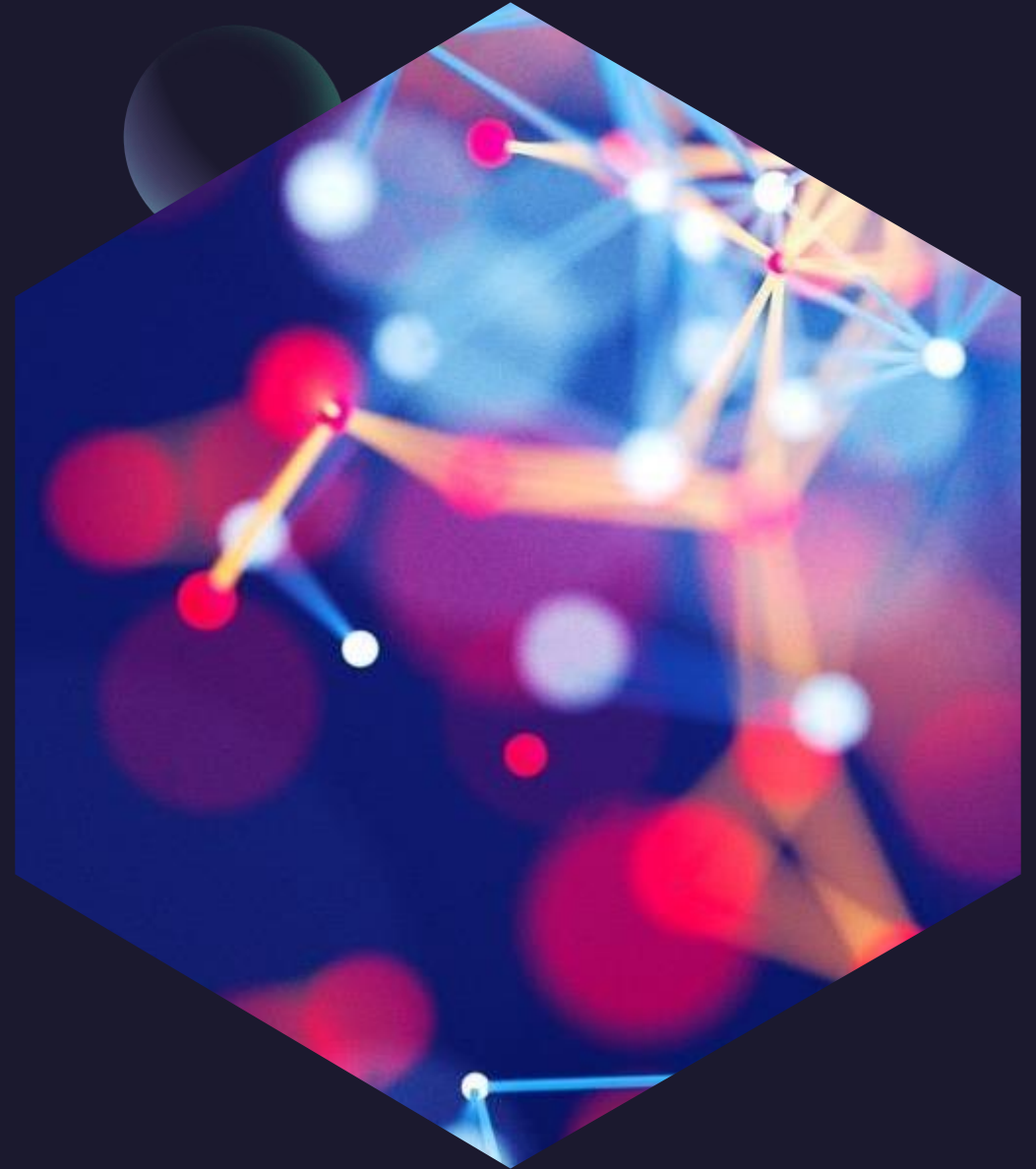
*We produce highly skilled practitioners and leaders who make a difference in the world and their chosen professions.*





# MISSION

The Division of Professional and Continuing Studies provides relevant, cutting edge and innovative engagement with stakeholders that increases skills and promotes a sense of belonging and care for society at-large.



# Core Values

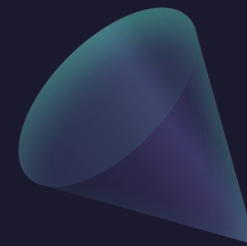
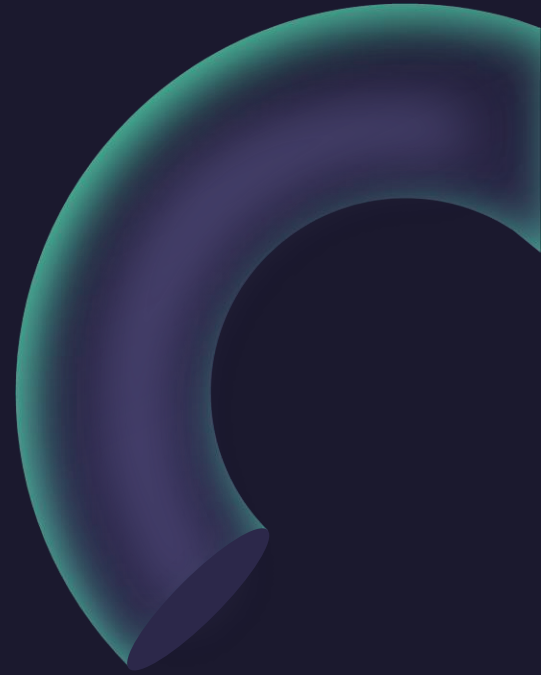
- *Excellence in all we do.*
- *Open and honest communication.*
- *Accountable and upright.*
- *Mutual respect for self and others.*



# THE PLANNING PROCESS

A series of activities were engaged to develop the 2024-2029 Strategic Plan for the Division of Professional and Continuing Studies. In addition to extensive research which entailed examining past and present data, identifying external and internal influences, and conducting sessions with alumni, students, faculty, staff, and other stakeholders, we also spoke with some experts in the disciplines we offer and citizens in local communities we serve. Moreover, we retained the services of a consultant who assisted us in developing this plan.

The activities aided the Division in reviewing its mission and in formulating strategic priorities, goals and objectives for 2024-2029.



# ASSUMPTIONS

In examining pertinent data, external and internal influences and trends as well as meeting with various experts in the disciplines we serve, the following assumptions were made:

- All activities of the Division will be guided by decisions that demonstrate that pertinent data has been reviewed and/or appropriate individuals have been consulted before implementation.
- To attract some of the best and brightest thinkers, faculty will stay abreast of the latest knowledge and techniques in delivering information.
- To meet the demands of a fast-growing and ever-changing global society, Division leaders will stay abreast of trends and forecasts for the future.
- The Division will maintain a safe, collaborative environment.



# SUMMARY

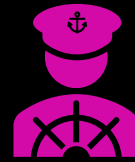
Our programs and services' quality will help us produce realistic and attainable goals. This plan is a realistic document containing six basic goals reflecting the need for operational improvement, resource development, collaboration, and partnerships with various stakeholders.



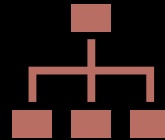
# FOCUS AREAS



## OPERATIONAL IMPROVEMENT



To improve overall operations of the Division, our infrastructure will be upgraded to ensure that we have expert personnel, the latest technology, equipment and resources.



Our major focus will include ensuring we have the most effective individuals leading systems and processes of the Division, ensuring accountability, sharing knowledge around best practices, and managing change as we seek to produce a satisfied customer.

# Focus Areas

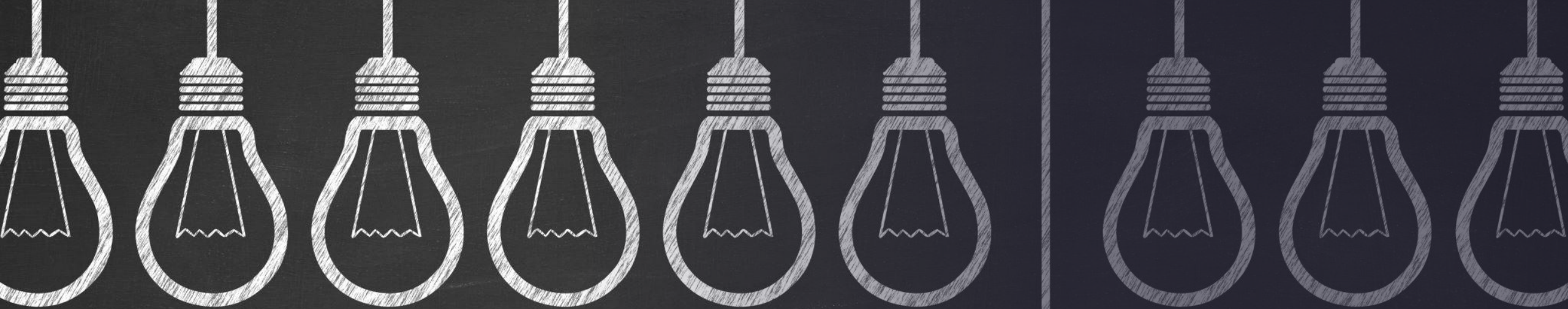
## **RESOURCE DEVELOPMENT**

We will identify, cultivate, solicit, and engage in opportunities to increase the quality and quantity of available resources.

Additional resources will afford us the opportunity of offering the highest quality programs and services.

## **COLLABORATIONS & PARTNERSHIPS**

Collaborations and partnerships will be developed to aid us in achieving specific projects by sharing resources, ideas, and expertise.



# STRATEGIC GOALS





GOAL 1: Recruit, retain  
and graduate students  
prepared for graduate  
and professional schools  
or careers.



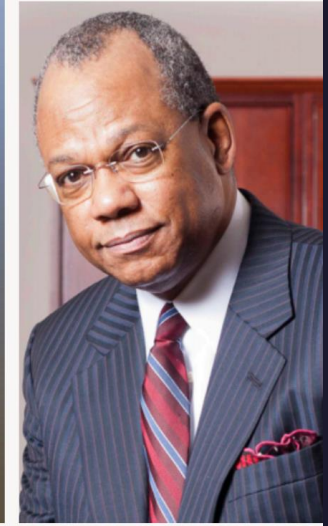
# Measurable Objectives for Goal 1

- ❖ **Increase student support services by establishing and recording student engagement in specialized academic advising, mentorship programs, and professional development by 2029.**
- ❖ **Achieve a 90% post-graduation placement rate for PCS Division students by 2029, ensuring they secure full-time employment, graduate school admission, or professional school enrollment.**
- ❖ **Establish five new partnerships with industry-leading companies by 2029, each providing at least one student internship opportunity annually.**
- ❖ **Increase and facilitate, by 50%, on campus student-centered events for PCS Division to include more co-curricular involvement by 2029.**

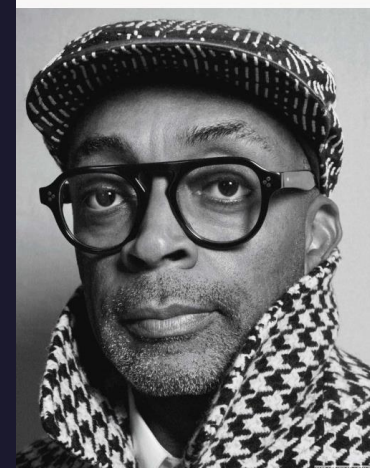
# Measurable Objectives for Goal 1 (Continued)

- ❖ **Implement graduate school fairs and workshops two times per year, starting spring 2025.**
- ❖ **Increase graduate school enrollment of PCS Division graduates by 20% by 2029.**
- ❖ **Establish three (3) industry-recognized professional certifications by 2029.**
- ❖ **Once established, increase the number of students who obtain professional certificates by 15% annually.**
- ❖ **Increase graduation rate by 20% by 2029 (baseline = 2024).**

GOAL 2: Prepare  
and produce  
leaders who  
transform people  
and society.



**MOREHOUSE**  
COLLEGE





# Measurable Objectives for Goal 2

- ❖ Provide at least three hybrid opportunities annually for students and faculty to present research on best practices and timely topics impacting the industry landscape within the division.
- ❖ Establish three collaboration agreements with international institutions for academic exchanges and research partnerships by 2029.
- ❖ Increase special guest appearances by hosting at least two speakers per semester starting Spring 2025.
- ❖ Develop a comprehensive database of local organizations within a 15-mile radius for students to acquire preprofessional volunteer hours.



GOAL 3: Increase  
research to  
strengthen  
teaching and  
learning.



# Measurable Objectives for Goal 3

- ❖ Establish a publication series with the Office of Strategic Communications for faculty members and students by 2029.
- ❖ Ensure 100% faculty participation in annual professional development activities by tracking and recording attendance.



GOAL 4: Establish partnerships within and outside the Morehouse community.





# Measurable Objective for Goal 4

- ❖ Establish four articulations agreements with academic institutions as pathways for graduate studies by 2029.



# GOAL 5: *Expand online learning opportunities.*



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# Measurable Objectives for Goal 5

- ❖ Implement Applied Computing and Liberal Studies degrees by fall 2025 (approvals to be completed during the 24-25 academic year).
- ❖ Establish three new majors for Morehouse Online by 2029.
- ❖ Develop and launch three (3) Morehouse Online minors/concentrations by 2029.



GOAL 6:

*Increase  
resources for  
the Division.*





# Measurable Objectives for Goal 6

- ❖ Generate at least \$400,000 in external funding through industry partnerships, corporate sponsorships, and grants to support undergraduate and continuing education programs by 2029.
- ❖ Generate revenue for the division from non-credit bearing certification programs by developing customized training programs for graduate students and working professionals.
- ❖ Increase all faculty participation in grant writing workshops by 50% annually.
- ❖ Research and write 5 grants to provide funding for the Division by 2029.

# Thank you

Division of Professional and  
Continuing Studies

