ASU-Newport

Flight Plan 2022 – 2027

Chancellor’s Letter

Greetings,

It is my pleasure to present the ASUN Flight Plan 2022-2027. This Strategic Plan sets out the vision, mission, and values of our institution, alongside the strategic priorities, goals, and focus areas that will guide us for the next five years. The Flight Plan lays out a bold but achievable map for the future of ASUN and will serve as our guide for achieving excellent outcomes for students, employees, the workforce, and the larger community.

The strategic planning process engaged a wide range of stakeholders including students, faculty, staff, industry partners, community members, and members of the ASUN Board of Visitors. Residents, employers, and educators throughout our three-county service region joined the campus community in numerous dialogue sessions from which this plan stemmed. In all, hundreds of individuals provided the input that became the basis of the ASUN Flight Plan. I want to express my sincere gratitude to􀀍who helped craft the plan by offering their time and insight.

Now that it is finalized, the real work begins. It will take not only campus-wide but community-wide buy-in and commitment to accomplish the goals laid out in this Strategic Plan. It will not be easy, but I am confident that together, we can get it done.

Those of us in higher education know we will be facing serious challenges over the next several years, including a projected decline in the number of high school graduates, increasing pressure to maintain our affordability, and more demand for student services. I believe the Aviator Flight Plan will position Arkansas State University-Newport to not only weather these challenges, but to advance our position as an innovator in higher education􀀔n inclusive excellence, and a thriving learning community committed to student success.

We are: Empowering Individuals. Advancing Communities.

Go Aviators

Johnny M. Moore  
Chancellor  
ASU-Newport

Strategic Plan Project Timeline

Phase 1 (September – October 2021):  
Develop Project Plan  
Organize Strategic Planning Work Group; establish timeline, strategic planning model, and data collection tools.

Phase 2 (October – November 2021):  
Dialogue Sessions  
Conduct multiple dialogue sessions with employees, students, and community members.

Phase 3 (November – December 2021):  
Data Synthesis  
Meetings of Strategic Planning Work Group to review data and identify trends.

Phase 4 (December 15-16, 2021)  
Retreat  
Strategic Planning Work Group 2-day session focused on identifying goals and objectives.

Phase 5 (January – March 2022)  
Drafting  
Draft plan; seek and incorporate feedback from employees, students, and community members.

Phase 6 (April – June 2022)  
Review and Approval  
Finalize plan and submit to ASU System Office and Board of Trustees for approval.

Phase 7 (June – August 2022)  
Launch  
Develop marketing materials and launch new plan at fall 2022 convocation.

Strategic Planning Work Group

Adam Adair  
Ashley Buchman  
Brandon Coe  
Cheryl Cross

Stacey Dunlap  
Traci Burgess

Kristen Smith  
Mallory Black  
Michael Nowlin  
Shannon Riley

Holly Smith  
Ike Wheeler  
Irina Reynolds  
Jeff Bookout

Community Participants

Vicki Bowers  
Amesha Brown  
Phillip Brown  
Brett Bunch  
Lisa Cavitt  
Jon Chadwell  
Craig Christianson  
Tuesday Gaddis  
Chris Glenn  
Charles Glover  
Donna Gould  
Nyesha Greer  
Cliff Hart  
Danny Johnson  
LaDonna Johnston  
Charles Landrum  
Brent Lassiter  
Sherry McMasters  
Gail Nichols  
David Peacock  
Jeff Phillips  
Nicole Phillips  
Shelle Randall  
Cory Roberts  
Ray Saturnio  
Lee Scoggins  
Bob Steiger  
Sandy Teague  
Connie Waters  
Mark Young

**Vision**: Empowering Individuals. Advancing Communities.

**Mission**: ASU-Newport will provide accessible, affordable, innovative learning opportunities that transform lives and strengthen the regional economy.

**Values**: ASUN’s core values of belonging, compassion, innovation and integrity shall drive our institutional priorities and goals.

* **Belonging**
* **Compassion**
* **Innovation**
* **Integrity**

ASUN Quick Facts 2021 - 2022

Annual Enrollment: 4,347

Degrees Awarded:  
Associate Degrees: 353  
Certificates: 1,087  
(Technical Certificates & Certificates of Proficiency)

Retention Rate: 60%  
(State Average: 55%)

Graduation Rate: 38%  
(State Average: 33%)

More than 75 Credit and Non-Credit programs offered

Scholarships:  
Institutional: $310,542  
Private: $564, 325  
(as of 7/14/2022)

Student Demographics:  
White: 72.7%  
African American: 14.7%  
Other: 8%  
Hispanic: 4.7%  
24 and under: 73.5%  
25 and over: 26.5%

62.7% Female  
37.3% Male

Attend ASUN:   
Newport | Jonesboro | Marked Tree  
Online | Adult Education Centers

IGNITE Academy, Workforce Training Center, Prison Education, Concurrent Credit, Tech Depot

ASUN Employs more than 300 People

Strategic Priorities:

**Strategic Priority 1: Student Success**

**Develop and implement a holistic student life model that reduces barriers and engages students. Provide high-impact growth and development opportunities for allstudents.**

**Focus areas:**

* Customer service
* Enrollment management
* Guided pathways
* Holistic student supports

**Strategic Priority 2: Employee Success**

**Embrace employee-centric processes and opportunities to enhance recruitment, job satisfaction, and retention. Foster a culture that supports *personal and professional growth for all.***

**Focus Areas:**

* Culture
* Onboarding
* Recruiting
* Retention

**Strategic Priority 3: Institutional Excellence**

**Advance a culture of responsible stewardship that enhances effectiveness and efficiency. Utilize data-driven decision-making to strengthen operational systems and processes.**

**Focus Areas:**

* Data-driven decision-making
* Fiscal sustainability
* Infrastructure

**Strategic Priority 4: Community Engagement**

**Cultivate and strengthen partnerships that support the college mission and the common good. Serve and engage communities to promote social, economic, and cultural growth.**

**Focus Areas:**

* Accessibility
* Branding
* Partnerships
* Service