Florida Agricultural and Mechanical University

2015 Strategic Planning Task Force
Stakeholder Survey

Thank you for taking the time to complete this survey. Your feedback is important to FAMU. The answers you provide will be anonymous and will contribute to the work of the FAMU Strategic Planning Task Force. The survey should take approximately 15 minutes to complete. The survey can be completed via hardcopy, electronically using the QR code provided below or online using the following website http://strategicplanning.famu.edu/. Additional comments can be shared with the Task Force via email at strategicplanning@famu.edu.

If you desire to print a copy of the survey (hardcopy), please visit http://strategicplanning.famu.edu/contact/surveys. All surveys completed via hardcopy can be faxed to 850-412-5267 or mailed to: Office of University Assessment, Strategic Planning Task Force Survey, Florida Agricultural and Mechanical University, PO Box 70600, SBI Modular 96, Tallahassee, FL 32307.

MISSION STATEMENT

Florida Agricultural and Mechanical University (FAMU) is an 1890 land-grant institution dedicated to the advancement of knowledge, resolution of complex issues and the empowerment of citizens and communities. The University provides a student-centered environment consistent with its core values. The faculty is committed to educating students at the undergraduate, graduate, doctoral and professional levels, preparing graduates to apply their knowledge, critical thinking skills and creativity in their service to society. FAMU’s distinction as a doctoral/research institution will continue to provide mechanisms to address emerging issues through local and global partnerships. Expanding upon the University’s land-grant status, it will enhance the lives of constituents through innovative research, engaging cooperative extension, and public service. While the University continues its historic mission of educating African Americans, FAMU embraces persons of all races, ethnic origins and nationalities as life-long members of the university community.
VISION STATEMENT

Florida A&M University (FAMU) will be internationally recognized as a premier land grant and research institution committed to exemplary teaching, research, and service preparing transformational graduates with high ethical values dedicated to solving complex issues impacting our global society.

CORE VALUES


Your Valuable Input Starts Here

1) What is your affiliation with FAMU? Please select all that apply.
   - Administrator
   - Faculty Member
   - Alumnus
   - Foundation Board of Directors Member
   - Board of Trustees Member
   - Graduate Student
   - Business and Industry Cluster Member
   - Retiree
   - Civic Partner
   - Staff Member
   - Corporate Partner
   - Undergraduate Student
   - Employer of FAMU Graduates
   - Other (If other, please specify):______________________________

2) How long have you been affiliated with FAMU?
   - 1 year or less
   - 1 – 5 years
   - 6 – 10 years
   - 11 – 20 years
   - 21 – 30 years
   - 31 – 49 years
   - > 50 years
3) What is your age?
   - 17 or younger
   - 18 – 22?
   - 22 – 29?
   - 30 – 34?
   - 35 – 39?
   - 40 – 44?
   - 45 – 49
   - 50 – 54?
   - 55 – 59?
   - 60 – 64?
   - 65 or over?

4) What is your gender?
   - Female
   - Male

5) What is your race/ethnicity?
   - African-American/Black
   - American Indian
   - Asian
   - Hispanic
   - Multiracial
   - Native Hawaiian/Pacific Islander
   - White
   - Other

6) What is your employment status?
   - Not Employed
   - Private Sector Employee
   - Public Sector Employee
   - Retired
   - Student or Intern
7) Please indicate the geographical region of your primary residence.
   ○ Region 1a: Maine, New Hampshire, Vermont, Rhode Island, New York
   ○ Region 1b: Massachusetts, Connecticut, New Jersey, Pennsylvania
   ○ Region 2: Maryland, Delaware, Virginia, West Virginia, DC
   ○ Region 3a: North Carolina, South Carolina, Tennessee
   ○ Region 3b: Georgia, Florida, Alabama, Mississippi
   ○ Region 4a: North Dakota, South Dakota, Nebraska, Iowa, Indiana
   ○ Region 4b: Minnesota, Michigan, Illinois, Wisconsin, Kentucky, Ohio
   ○ Region 5a: New Mexico, Michigan, Illinois, Wisconsin, Kentucky, Ohio
   ○ Region 5b: Oklahoma, Arkansas, Missouri, Louisiana
   ○ Region 6a: Alaska, Hawaii, California, Oregon, Utah
   ○ Region 6b: Washington, Idaho, Arizona, Montano, Wyoming
   ○ Region 7: Outside of the United States

8) Which area of the University do you feel the most affinity, closeness, or connection?
   ○ Athletic Programs
   ○ Division of Academic Affairs (Including Schools and Colleges)
   ○ Division of Administrative and Financial Services
   ○ Division of Audit and Compliance
   ○ Division of Legal Affairs
   ○ Division of Research
   ○ Division of Student Affairs
   ○ Division of University Advancement
   ○ Marching 100
   ○ Office of the President
   ○ ROTC
   ○ Student Clubs/Organizations
   ○ Other (If other, please specify):____________________
9) Which elements of the current FAMU Mission Statement do you find most critical to the success of FAMU? Please select all that apply.

- [ ] 1890 Land Grant Institution
- [ ] Doctoral/Research Institution
- [ ] Critical Thinking
- [ ] Student-Centered University
- [ ] Globalization
- [ ] Teaching
- [ ] Historic Mission to Serve African-American Students
- [ ] Service to Society
- [ ] Commitment to Diversity
- [ ] Other (If other, please specify): ________________________________

10) Which current FAMU Core Values do you find most critical to the success of FAMU? Please select all that apply.

- [ ] Scholarship
- [ ] Courage
- [ ] Excellence
- [ ] Integrity
- [ ] Openness
- [ ] Respect
- [ ] Fiscal Accountability/Financial Responsibility
- [ ] Collegiality
- [ ] Collaboration
- [ ] Freedom
- [ ] Diversity
- [ ] Ethics
- [ ] Service
- [ ] Shared Governance
- [ ] Fairness

11) Which of the following elements in the current 2010 FAMU Strategic Plan would you make a top priority in the new Strategic Plan? Please select no more than three and rank in order of importance.

Rank selected options in order of importance with 1 being very important.

- [ ] Academic Programs
- [ ] Accountability
- [ ] Communications
- [ ] Diversity Initiative
- [ ] Financial Resources
- [ ] Fundraising
- [ ] Graduation Rates
- [ ] Human Resources
- [ ] International Initiative
- [ ] Physical Resources
- [ ] Recruitment
- [ ] Research
- [ ] Retention/Progression Rates
- [ ] Technology Resources
- [ ] None of the above
- [ ] Other (If other, please specify): ________________________________  ___
12) What areas are in high demand for employment? Please select all that apply.

☐ Business
☐ Health Professions
☐ STEM (Science, Engineering, Technology, and Mathematics)
☐ Agriculture
☐ Social Sciences, Arts, Humanities
☐ Other (If other, please specify): _______________________________
☐ Law
☐ Architecture
☐ Education
☐ Journalism
☐ Criminal Justice/Law Enforcement

13) How satisfied are you with the quality of FAMU graduates?

○ Very Satisfied
○ Satisfied
○ Dissatisfied
○ Very Dissatisfied
○ N/A

14) What skills are most critical to the success of college graduates entering the workforce? Please select no more than three and rank in order of importance.

Rank selected options in order of importance with 1 being very important.

☐ Oral Communication ___
☐ Written Communication ___
☐ Problem Solving ___
☐ Team Work ___
☐ Critical Thinking ___
☐ Interpersonal skills ___
☐ Professionalism ___
☐ Content Knowledge ___
☐ Technical ___
☐ Other (If other, please specify): _______________________________

15) What are the critical areas in which FAMU graduates need improvement? Please select no more than three and rank in order of importance.

Rank selected options in order of importance with 1 being very important.

☐ Oral Communication ___
☐ Written Communication ___
☐ Problem Solving ___
☐ Team Work ___
☐ Critical Thinking ___
☐ Interpersonal skills ___
☐ Professionalism ___
☐ Content Knowledge ___
☐ Technical ___
☐ Other (If other, please specify): _______________________________ ___
16) Please respond to the following statement: **FAMU is an outstanding institution.**
   - Strongly Agree
   - Agree
   - Disagree
   - Strongly Disagree
   - No Opinion

17) Do you feel that HBCUs have an important role in educating tomorrow’s workforce?
   - Strongly Agree
   - Agree
   - Disagree
   - Strongly Disagree
   - No Opinion

18) What are the most significant threats to FAMU’s future? **Please select no more than three and rank in order of importance.**
   - Rank selected options in order of importance with 1 being very important.
   - Accreditation
   - College Affordability
   - Competition from other HBCUs
   - Competition from PWIs (Predominantly White Institutions)
   - External Perception of the University
   - Fiscal Accountability/Financial Responsibility
   - Lack of Ethnic/Racial Diversity
   - Lack of Sufficient Resources
   - Relevancy of Academic Programs
   - Slow/Ineffective Response to Changes in the External Environment
   - Other (If other, please specify): ______________________________________

19) Please respond to the following statement: **FAMU provides the necessary academic experience to its students.**
   - Strongly Agree
   - Agree
   - Disagree
   - Strongly Disagree
   - No Opinion
20) Please respond to the following statement: **FAMU provides the necessary co-curricular/social experience to its students.**

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- No Opinion

21) Please respond to the following statement: **FAMU provides the necessary professional development/skills training to its students.**

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- No Opinion

22) Please respond to the following statement: **I have a positive perception of FAMU.**

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- No Opinion

23) What do you perceive as FAMU’s strengths? **Please select no more than three and rank in order of importance.**

Rank selected options in order of importance with 1 being very important. **Note: This question continues to the next page.**

- Academic Programs
- Administration
- Athletic Programs
- Co-curricular/Social Environment
- Customer Service
- Diversity
- Campus Facilities/Infrastructure
- Faculty
- Impact on the Community
- Quality of its Students
- Research
- Retention/Graduation Rates
- Staff
24) What do you perceive as FAMU’s weaknesses? Please select no more than three and rank in order of importance.

Rank selected options in order of importance with 1 being very important.

☐ Academic Programs  
☐ Administration  
☐ Athletic Programs  
☐ Co-curricular/Social Environment  
☐ Customer Service  
☐ Diversity  
☐ Campus Facilities/Infrastructure  
☐ Faculty  
☐ Impact on the Community  
☐ Quality of its Students  
☐ Research  
☐ Retention/Graduation Rates  
☐ Staff  
☐ Student Experience  
☐ Students  
☐ Other (If other, please specify):_________________________________ ___

The next set of survey questions pertain to the factors that govern your willingness to give or not to give to FAMU.

25) What are the most important factors that influence your decision to give to FAMU? Please select no more than three and rank in order of importance.

Rank selected options in order of importance with 1 being very important. Note: This question continues to the next page.

☐ Mission of the University  
☐ General benefit to University  
☐ Lifelong Relationship  
☐ Great Pride/Appreciation  
☐ Communications received from University  
☐ Matching donation from your company  
☐ Satisfaction of your undergraduate academic experience  
☐ Satisfaction of your graduate/professional academic experience
26) What are the most important factors that influence your decision to not give to FAMU? Please select no more than three and rank in order of importance.

Rank selected options in order of importance with 1 being very important.

- Mission of the University
- Communications received from University
- Lack of recognition
- Supported by State funds
- Lack of endowment opportunities
- Lack of matching donation from your company
- Undergraduate academic experience
- Graduate/professional academic experience
- Customer service
- University priorities
- Cost of education to students (tuition and fees)
- Aid and scholarship available to students
- Inability to restrict use of funds
- Does not apply to you
- Other (If other, please specify) _________________________________

27) What initiatives are you most willing to support? Please select no more than three and rank in order of importance.

Rank selected options in order of importance with 1 being very important.

Note: This question continues to the next page.

- Faculty Endowed Chairs
- College/School Initiatives
- Student Academic Scholarships
- Student Need-based Scholarships
- Student Recruitment
- Student Retention
- Technology Upgrades
- Customer Service Initiatives
- FAMU Athletics
- University Band
- FAMU Developmental Research School (DRS)
- Library
- Sustainability Institute
The next five survey items pertain to specific elements of the current FAMU Strategic Plan (2020 Vision With Courage), which can be accessed by following this link http://www.famu.edu/strategic. In light of the changes that have occurred since this plan was implemented in 2010, please provide your opinion about the degree of importance of each of the plan’s five strategic initiatives below.

28) **Strategic Initiative 1:** Create a 21st century living and learning collegiate community
   - Strongly Agree
   - Agree
   - Disagree
   - Strongly Disagree

29) **Strategic Initiative 2:** Enable excellence in University processes and procedures
   - Strongly Agree
   - Agree
   - Disagree
   - Strongly Disagree

30) **Strategic Initiative 3:** Develop, enhance, and retain appropriate fiscal, human, technological, research and physical resources to achieve the University’s mission
   - Strongly Agree
   - Agree
   - Disagree
   - Strongly Disagree

31) **Strategic Initiative 4:** Enable excellence in University Relations and Development
   - Strongly Agree
   - Agree
   - Disagree
   - Strongly Disagree
32) **Strategic Initiative 5**: Enhance and sustain an academic and social environment, promoting internationalization, diversity, and inclusiveness

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

33) Please feel free to share any additional comments below (Please print or type).

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Thank you for completing this survey. Your feedback is important to us.