



Strategic Planning Committee
Co-Chairperson
President George Benson



Strategic Planning Committee
Co-Chairperson
Amy Thompson McCandless
Dean of the Graduate School



Strategic Planning Committee
Co-Chairperson
Jim Deavor
Department Chair, Chemistry

COLLEGE of CHARLESTON

STRATEGIC PLAN

Questions & Answers

With Sue Sommer-Kresse, Senior Vice President
Institutional Advancement & Planning

Involving everyone on campus

Why is the College doing a strategic plan now?

The College has completed The Fourth Century Initiative plan, and the time is right to look to the future.

Does President Benson or the Strategic Planning Committee have a pre-conceived plan in mind?

No. We are starting this process from the ground up. We would like input from everyone on campus — faculty, staff and students. We are also involving parents of students, community members, business leaders and alumni.

What is the committee trying to accomplish?

The ultimate goal is to develop a Strategic Plan that builds on the College's strong



Sue Sommer-Kresse

foundation and leads us to an outstanding future as a world-class institution.

Getting every person on campus involved sounds like a tall order. How can each and every person get involved?

There are many ways. In addition to this list, the committee is constantly evolving and coming up with new ways you can get involved.

You can:

- Participate in a focus group session. If you have not been to one, watch for an email soon inviting your virtual online participation.
- Participate in your department's/division's SWOT (strengths, weaknesses, opportunities & threats) analysis that is currently underway.
- Each department and division has a SWOT coordinator who will facilitate a discussion within your unit.
- Complete the feedback form on the Strategic Planning website to be launched soon.
- Participate in your department or division plan. Each department or division will be asked to develop its own plan that will align with the umbrella plan.
- Contact one of the Co-Chairs (listed on this page) or myself.