

Discover 2025: Strategic Planning Process & Resources

Explore the process behind Arkansas State University's Discover 2025 Strategic Plan, including project phases, committee details, key partners, and resources that supported its development.

- [Steering Committee](#)
- [The Strategic Plan Project](#)
- [Strategic Plan Document](#)

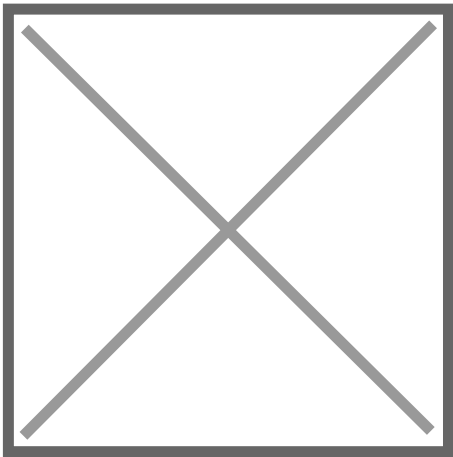
Steering Committee

The following members have been appointed to the Arkansas State University's Strategic Plan Steering Committee.

Chair

Implementation Coordinator

Dr. Melanie Wicinski



Associate Vice Chancellor for Accreditation and Assessment

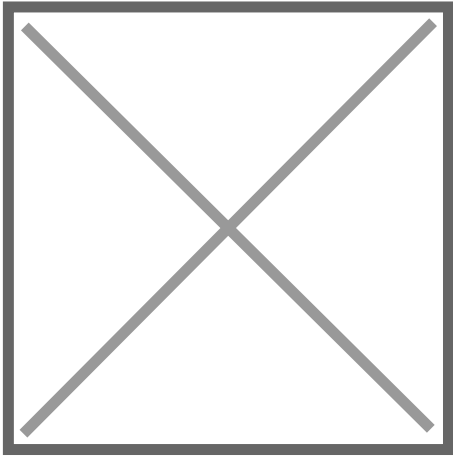
mwicinski@AState.edu

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Office: Administration Building, 202J

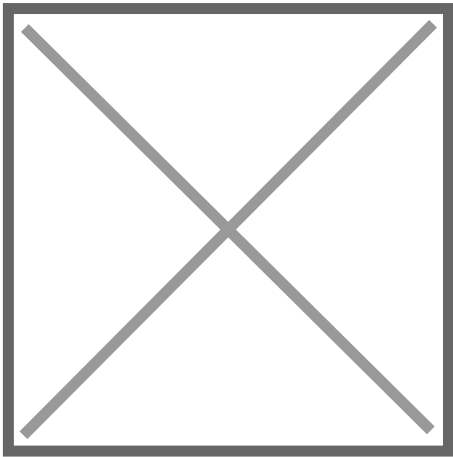
Co-Facilitators for the Public Forums Phase

Dr. Russ Hannah, Ed.D., CPA, CGMA, CGFM



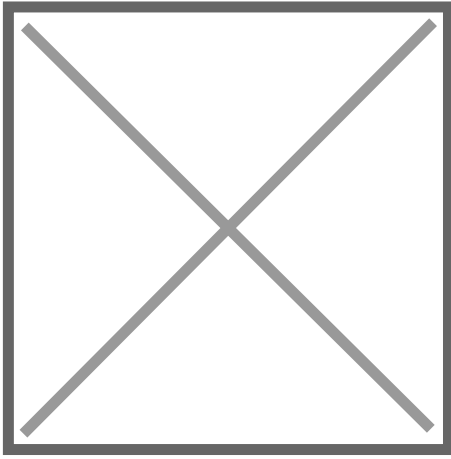
Vice Chancellor for Finance & Administration
Chief Financial Officer
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Dr. Calvin White, Jr.



Provost and Executive Vice Chancellor
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Kathy Hicks



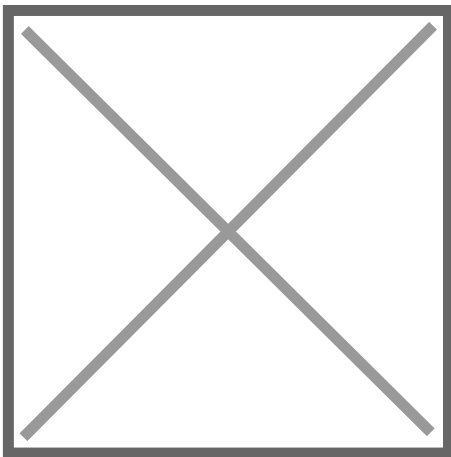
Associate Vice Provost for Budget & Planning

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Dr. Fen Yu



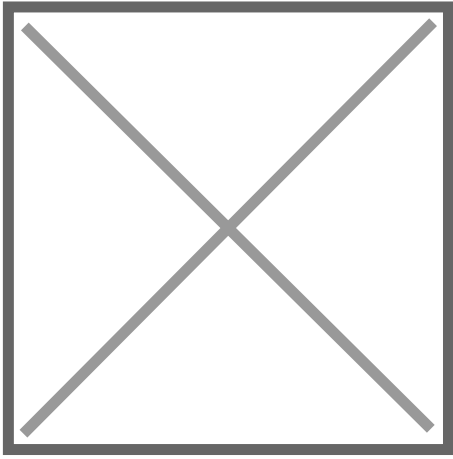
Associate Vice Chancellor for Institutional Research

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Tiffany Keb



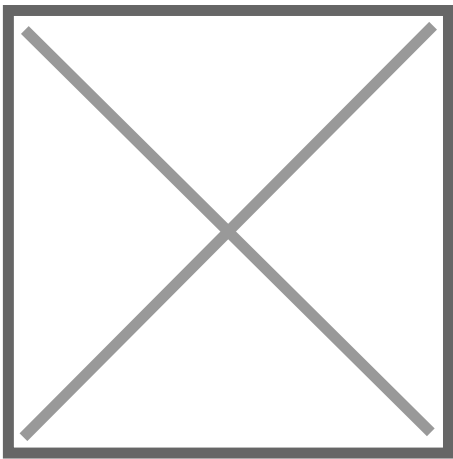
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Madeline Ragland



Assistant Vice Provost for Academic Student Services

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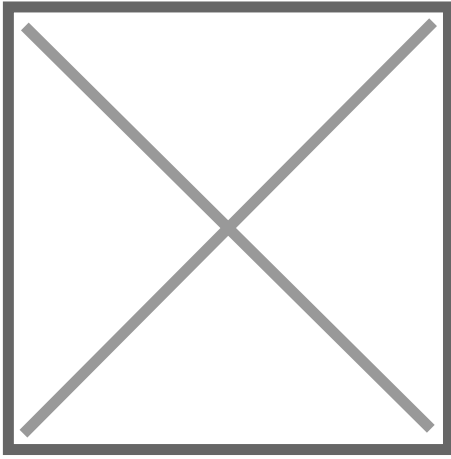
Phone: 870-972-2030

Office: Administration Building, 202

Committee Roster

Sorted alphabetically by last name.

Chris Boothman



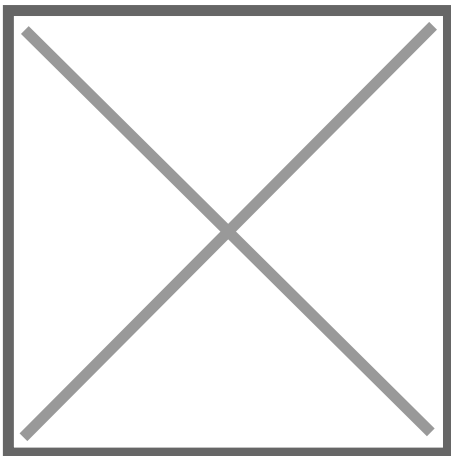
Vice Chancellor for Distance Education & Technology
Chief Information Officer

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Dr. Erika Krennerich Chudy



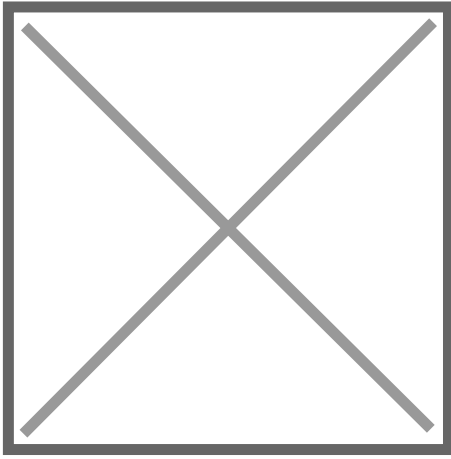
Vice Chancellor for Advancement
Director of Planned Giving

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Dr. Loretta Neal McGregor



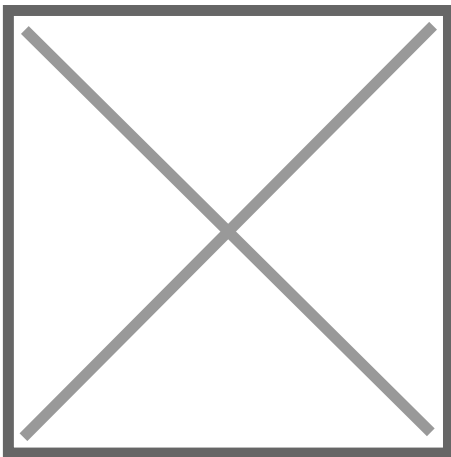
Professor of Psychology

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Dr. William McLean



Senior Vice Provost for Academic Affairs

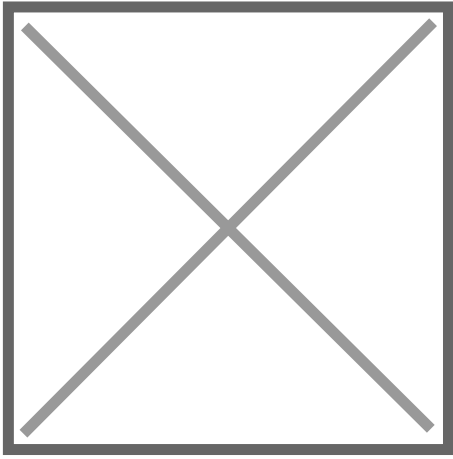
Associate Professor of Political Science

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Office: Administration Building

Chris Pezman

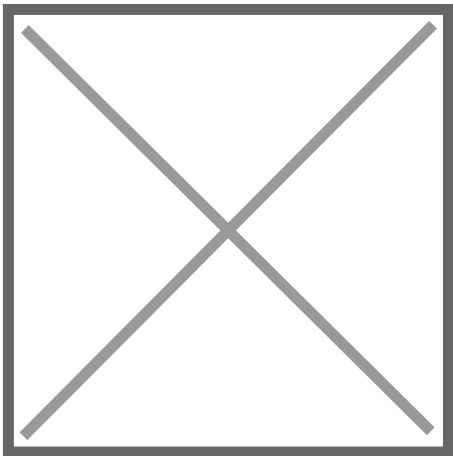


Vice Chancellor for Intercollegiate Athletics

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Dr. Martha Spack



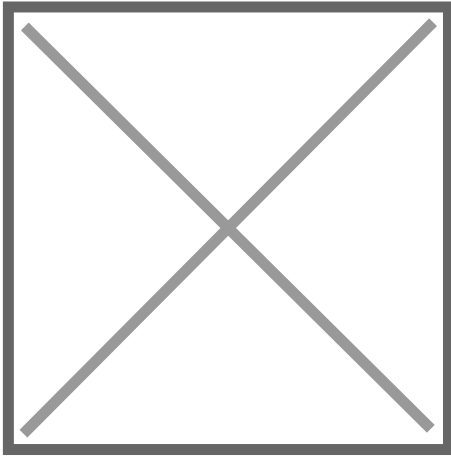
Dean of Students

mspack@AState.edu

Phone: 870-972-2048

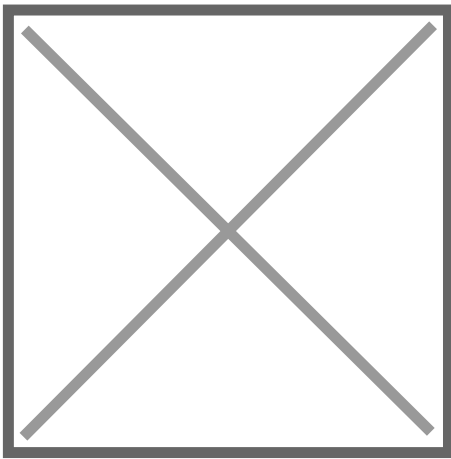
Office: Reng Student Union, 2029

Jake Williams



SGA President

Dr. Calvin White, Jr.



Provost and Executive Vice Chancellor

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Phone: 870-972-2030

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The Strategic Plan Project

This page provides an overview of the process behind Arkansas State University's Discover 2025 Strategic Plan, including the consulting partner, project phases, and resources that guided the initiative.



For more than 40 years, The Napa Group has partnered with education, business and non-profit organizations to strengthen their competitive advantage and financial sustainability as they respond to the changing expectations of their customers.

In consultation with Napa Group, a six-part model produced a strategic solutions with supporting resource plans and an implementation roadmap informed by enterprise thinking and integration. Below is a recap of the six stages conducted to achieve the #Discover2025 plan through engaging stakeholders both on and off campus.

[The Napa Group's Website >>](#)

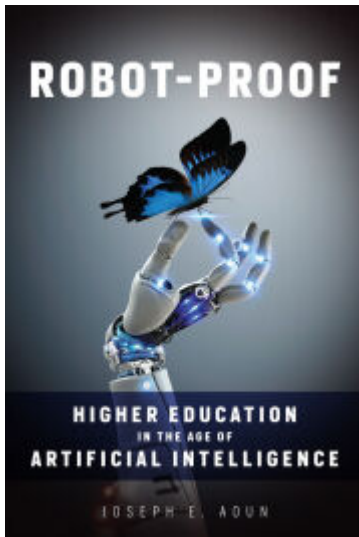
Project Phases

Phase 1: Project Launch/Organizational Assessment

Time frame: February - March 2019.

- Project plan, leadership roles and communications plan
- Form Steering Committee
- Environmental scan and trends report - general market
- Environmental scan and trends report - Arkansas State specific

Recommended Read



To prepare for this process, our Steering Committee members read "Robot-Proof," which explains the future of higher education. The library has acquired copies and it is also available digitally from [Project MUSE](#) or [EBSCO](#).

Phase 2: Compelling Vision

Time frame: March - May 2019.

- Project website launch
- Facilitated Steering Committee #1 (March 6)
 - Opportunities, challenges and high-level themes
 - Steering Committee Meeting - summary notes
- Steering Committee-led focus groups (May 9)
- Focus Group Responses - unedited

Phase 3: Realistic Strategies

Time frame: May - June 2019.

- Facilitated Steering Committee #2 (May 29)
 - Draft strategic framework (goals and objectives)
 - Stakeholder engagement plan confirmed

Phase 4: Stakeholder Engagement

Time frame: September - October 2019.

- Sep. 25 – 5:30-7:00 – Community Leadership (Student Union Auditorium)
- Oct. 21 – 1-2:30 – Stakeholder Engagement – Students (Student Union Auditorium)
- Oct. 21 – 3-4:30 – Stakeholder Engagement – Staff (Student Union Auditorium)
- Oct. 23 – 3:30-5 – Stakeholder Engagement – Faculty (Student Union Auditorium)

- Oct. 30 – 11-1 – Stakeholder Engagement – Alumni (Cooper Alumni Center)
- If you can't attend your group meeting, an open town hall for anyone is set for Wed, Nov. 6th, 5:30-7
- Task Force formed and charged

Phase 5: Task Forces & Engagement

Time frame: November 2019 onward.

Taskforce Membership

- Task Force reports submitted
- Facilitated Steering Committee #3
 - Draft plan, performance goals/outcomes

Phase 6: Final Strategic Plan & Implementation Framework

Final meetings, discussions, and formal adoption of the plan were delayed due to the coronavirus pandemic. Final drafts were reviewed and [adopted during the Fall 2020 semester](#).

In June 2023, new tasks were developed that aligned with post-pandemic initiatives.

Strategic Plan Document

Read the whole [#Discover2025](#) Document