



STRATEGIC FRAMEWORK

Clark Atlanta University (CAU) seeks to generate international recognition as a leading research institution of higher education and to impact society through global innovation, transformative educational experiences, and high-value engagement.

Ultimately, CAU works to cultivate world-changing graduates that lead *Lifted Lives of Success*.

CAU seeks to increase and amplify this work through a framework comprised of **5 key areas**:

- **EXCELLENCE-** Achievement | Leadership | Outcomes
- **ENGAGEMENT-** Experiences | Opportunities | Traditions
- **DISCOVERY-** Research | Innovation | Entrepreneurship
- **CULTURE-** Creativity | Community | Perspectives
- **SERVICE-** Advocacy | Philanthropy | Stewardship

Categories within each key area help to broadly define and organize priorities, initiatives, and programs as well as align with the **CAU 2018-2023 Strategic Plan**.

The Strategic framework is already in use as it relates to public presentations and marketing including the **2018-2019 CAU Annual Report**, the **CAU State of the University video**, and others.



Ultimately, this framework is recommended to help guide campus-wide progress towards realizing the goals and objectives identified in the **CAU 2018-2023 Strategic Plan**.

UNIT FRAMEWORK:

[Unit/Sub-Unit Name]

	EXCELLENCE Achievement Leadership Outcomes	ENGAGEMENT Experiences Opportunities Traditions	DISCOVERY Research Innovation Entrepreneurship	CULTURE Creativity Community Perspectives	SERVICE Advocacy Philanthropy Stewardship
Student					
Faculty/Staff					
Professional					
Misc.					



COLLABORATIVE IMPACT:

[Unit/Sub-Unit Name]

SCHOOLS	EXCELLENCE Achievement Leadership Outcomes	ENGAGEMENT Experiences Opportunities Traditions	DISCOVERY Research Innovation Entrepreneurship	CULTURE Creativity Community Perspectives	SERVICE Advocacy Philanthropy Stewardship
Arts and Sciences					
Business Administration					
Education					
Social Work					