



ENGAGING **MINDS.**

ADVANCING  
**COMMUNITY.**

2025–2030  
STRATEGIC PLAN



**It takes a concerted effort with a singular focus to create a vision for the future.** After many hours of work by the entire Trailblazer community, I am proud to share with you Atlanta Metropolitan State College's (AMSC) 2025-2030 Strategic Plan: *Engaging Minds. Advancing Community.* Together with our new and distinct brand identity, this plan paves the way for a bright future and powerful impact for the institution, our faculty and staff, and most importantly, our students. Our goals, mission, vision, and values speak clearly to where AMSC is heading over the course of the next five years.

Building on the work of those who came before us, we began by analyzing the previous strategic plan. We solicited input from all stakeholders—students, faculty, staff, alumni, trustees, and community leaders—and made sure we listened. From those conversations, we recognized emerging themes that formed the framework for our institutional priorities. We collected data, had more conversations, and expanded the lens through which we viewed the college in the future—all while ensuring that AMSC maintained our commitment to the University System of Georgia's values: excellence, integrity, leadership, belonging, and public service.

Our vision is that AMSC will be a dynamic campus. We will bolster enrollment, expand educational opportunities, amplify positive experiences, and intensify community engagement. We will achieve this through a strong enrollment foundation which supports each of the four Strategic Pillars outlined in this plan: *Affirming our Identity & Telling Our Story; Preparing Our Students & Adding Value; Engaging Community & Developing Partnerships, and Recruiting, Developing, Rewarding & Retaining Talent.*

Bold actions require resources. We are fully committed to identifying and securing the resources we need to fulfill this Strategic Plan's promise.

I am truly grateful to our faculty, staff, students, trustees, alumni, and the many AMSC friends and supporters who played a role in this vital process. Please join us as we embark on our journey to *Spark the Flame. Blaze the Trail!*

Dr. Ingrid Thompson-Sellers, Ph.D.  
President  
Atlanta Metropolitan State College

# MISSION, VISION, & VALUES



Atlanta Metropolitan State College is a stronger institution when we speak with a unified voice. With our Mission, Vision, and Core Values as guideposts, this five-year Strategic Plan draws a clear and transparent roadmap for communicating our priorities, engaging our stakeholders, and achieving our key objectives. This includes the specific ways we intend to operationalize and assess our activities through 2030.

### MISSION STATEMENT

Atlanta Metropolitan State College provides educational access to a diverse student population and fosters a positive growth environment through student-focused teaching, quality support services, and community engagement.

### VISION STATEMENT

We will be a dynamic campus, bolstering enrollment, expanding educational opportunities, amplifying positive experiences, and intensifying community engagement.

*"Spark the flame. Blaze the trail."*

### CORE VALUES

**Excellence:** AMSC pursues excellence, high standards, and institutional efficiency in education, student services, and college operations.

**Integrity:** AMSC maintains strong moral principles and respect by cultivating quality standards in learning, leadership, innovation, and service. We are fair and honest in our dealings with students and colleagues, as well as customers and stakeholders.

**Leadership:** AMSC develops and empowers leaders among students, faculty, and staff through a personable, hands-on approach that promotes innovation, and effectively addresses challenging issues. We create, encourage, and foster active involvement in the implementation of the institution's vision and mission statements.

**Belonging:** AMSC embodies a culture of inclusion and affirms that we are all connected, supported, and respected. We understand each person is unique, and we work diligently to recognize their intrinsic gifts and talents.

**Public Service:** AMSC engages and enriches the quality of life in communities by willingly investing our time and effort into causes that affect our students, faculty, staff, alumni, and external stakeholders. We consistently promote the knowledge, skills, and values necessary to uplift the most vulnerable among us.

# FOUNDATION (ENROLLMENT BASE)

By 2030, AMSC intends to enroll 3,000 students. In order to achieve this goal, our institutional activities, budget priorities, and resource allocations must align.

To this end, the Strategic Pillars outlined below directly support AMSC's separate, concurrent Enrollment Management Plan and its short- and long-term projections. By ensuring consistency between the two, we maximize operational efficiencies, amplify our outreach, improve program and service outcomes, and ultimately position the institution to deliver on our primary educational mission.





## PILLAR #1

# Affirming Our Identity & Telling Our Story

At AMSC, we recognize how important it is to communicate our “why” in effective ways: ways that elevate awareness, foster interest, and motivate prospective students to enroll.

**The institution will develop and implement effective, efficient, and comprehensive communications and public relations strategies that engage our stakeholders in telling AMSC’s story.**

- GOAL 1** Create and execute a Comprehensive Marketing Plan (CMP) that identifies key audiences and outlines the strategies and tactics for reaching them: via the right messages in the right format at the right time.
- GOAL 2** Launch a Public Relations Plan that complements the CMP, shapes positive opinion, and stimulates ongoing engagement with the institution.
- GOAL 3** Integrate new and ongoing branding initiatives that promote public awareness and enrollment growth.





## PILLAR #2

# Preparing Our Students & Adding Value

At AMSC, we uphold our traditions to achieve our pivotal goal: to educate students from diverse backgrounds and prepare them for success in a global, interconnected marketplace. To this end, we recognize that our career-focused bachelor's and associate degree programs must keep pace with accelerated change in industry and technology.

**The institution will develop and advance a forward-thinking, enriched learning environment that fully supports students from enrollment through graduation in ways that exceed their expectations.**

- GOAL 1** Promote social and economic mobility through high-impact practices and innovative academic support that enhance student retention, encourage successful progression, and increase degree completion.
- GOAL 2** Improve student preparedness using a comprehensive, collaborative learning model that integrates curricular and co-curricular support for the whole individual.
- GOAL 3** Maintain a relevant academic portfolio by regularly assessing our program offerings, quality, and productivity within the context of emerging industry needs, and by implementing at least one new competitive, innovative, high-demand degree or certificate program each year.
- GOAL 4** Expand workforce development opportunities by establishing robust business partnerships that inform student certifications and industry-recognized credentials.





### PILLAR #3

## Engaging Community & Developing Partnerships

At AMSC, we understand and celebrate our integral role in the greater community and approach our interactions with intention. We are *in Atlanta, for Atlanta*: with a responsibility to serve both students and citizens in ways that benefit all. **The institution will increase external awareness, engage stakeholder involvement, enrich educational opportunities, and positively impact enrollment by forming mutually beneficial partnerships (MBPs).**

- GOAL 1** Establish an infrastructure for community interaction, engagement activities, and partnerships.
- GOAL 2** Raise \$1.974 million in scholarship support through our “It Always Means More” campaign.
- GOAL 3** Foster new partnerships by expanding outreach into diverse sectors of the community.
- GOAL 4** Invite community stakeholders to actively participate in and promote the concept of MBPs by sharing resources, outcomes, and vision.





## PILLAR #4

# Recruiting, Developing, Rewarding, & Retaining Talent

At AMSC, we value a positive, intercultural, growth-oriented environment. We also know that cultivating one depends on our ability to attract, recruit, and retain highly credentialed and skilled faculty and staff: colleagues who feel supported through ongoing professional development and recognition opportunities. **The institution will foster a collegial, engaging, and collaborative environment, where excellence and gratitude are recognized, encouraged, and embedded in our culture.**

- GOAL 1** Design, develop, and implement a comprehensive talent recruitment plan.
- GOAL 2** Create and deploy a highly prized employee recognition and award program to retain this talent.
- GOAL 3** Build a strong, collegial community among AMSC employees while promoting a culture of care and accountability.
- GOAL 4** Establish and offer a portfolio of innovative faculty and staff programs that include professional growth opportunities and support for scholarly pursuits.



## RESOURCES

Here at AMSC, we base all financial decisions on our strategic goals — with student success, teaching, and learning outcomes as our top priorities. Our annual budget process includes a request for proposals that support these priorities and our overall mission.

Senior college administrators, our Fiscal Affairs Team, and contributing members of the greater campus community together are responsible for aligning budgets to AMSC's strategic plan objectives.

The annual budgeting process provides the necessary framework to do this. Regardless of funding source(s), we engage in responsible, efficient, and effective practices to ensure that the institution remains fiscally stable.

### A Call to Action

Atlanta Metropolitan State College is *in Atlanta, for Atlanta*.  
Join our community and support our efforts: visit [atlm.edu](https://atlm.edu) or email [connect@atlm.edu](mailto:connect@atlm.edu) to learn more about us and how to get involved.



To request a copy of the Clery Annual Security Report or view the Daily Crime Log, contact the AMSC Police Department at (678) 466-4050 or email [publicsafety@atlm.edu](mailto:publicsafety@atlm.edu).

SPARK  
THE FLAME.  
BLAZE  
THE TRAIL.



**ATLANTA  
METROPOLITAN  
STATE COLLEGE**

1630 Metropolitan Parkway SW  
Atlanta, Georgia 30310

[atlm.edu](http://atlm.edu)