TODAY’S AGENDA

1. Honored to Return to Emory – 25+ Years of Connectivity
2. Engagement Approach & Highlights
3. Questions & Answers
4. Closing Comments
THE STRATEGIC PLAN

- In our new strategic plan, community engagement and partnerships are highlighted as core priorities by senior leadership.

- Emory and Atlanta are two ascendant, global brands. Through additional collaboration, Emory and Atlanta will continue to rise together.

- We will create new and innovative ways to generate additional knowledge and meaningful experiences for our internal and external stakeholders.

- The annexation in 2017 further positions Emory to excel on this core pillar of the strategic plan:

  PILLAR 4  |  Atlanta as a gateway to the world:
  Unleash Emory and Atlanta’s shared future to mobilize change for the world
KEY STAKEHOLDERS
PHASE I

PRIMARY INTERNAL STAKEHOLDERS
- President & Board
- EVPS
- Students & Alumni
- Deans
- Corporate Relations
- Government Affairs
- Finance & Purchasing
- Cross-Functional Committee

PRIMARY EXTERNAL STAKEHOLDERS
- Government
- Schools
- For-Profits
- Non-Profits
- Mobility
- CDC
- CID
- ACP & Chambers of Commerce
- Religious
INITIAL FRAMEWORK: A THREE PHASE APPROACH

**People & Culture**

**Data, University Alignment & Tactical Planning**

**Communicate, Implement, Measure & Communicate (Again)**

**INITIAL INTERNAL STAKEHOLDERS**

1. Academic Leadership
2. Alumni Relations
3. Budget
4. Campus Life - Civic & Community Engagement
5. Center for Faculty Development & Excellence
6. Children’s Healthcare
7. Communications
8. Corporate Relations
9. Employee Council
10. EFN & FBN
11. Emory Healthcare
12. Ethics
13. Finance
14. Former Board Chairs (Brad Curry & Ben Johnson)
15. Foundation Relations
16. Global Strategy & Initiatives
17. Government Relations & Community Affairs
18. Human Resources
19. Law
20. Libraries & Information Technology
21. Master Planning
22. Office of the President
23. Oxford College
24. Political Science (Professor Rich)
25. Procurement
26. Public Health Partnerships & Global Health Institute
27. Real Estate
28. Transportation & Parking
29. Sustainability
30. University Consulting
We need to deepen our understanding of our community and where Emory can be a great partner to advancing Atlanta and vice-versa.
HOW YOU CAN HELP & GUIDING PRINCIPLES

- Be a positive supporter, communicator and connector
- Look for ways for us to engage and partner
- Celebrate successes for actions that support internal and external engagement; it supports a great culture
- Come to events where Atlanta leaders are on campus and go to civic events in the community
- A working group will be formed and we will assess the right ways to stay engaged across the university
- Invite me back in the future so I can see you all again and share OUR progress!

“Emory’s location in Atlanta reinforces our responsibility as a global research university, a university located in a city and region that is our gateway to the nation and the world.”
President Claire Sterk
TODAY’S AGENDA

1. Honored to Return to Emory – 25+ Years of Connectivity

2. Engagement Approach & Highlights

3. Questions & Answers

4. Closing Comments
TODAY’S AGENDA

1. Honored to Return to Emory – 25+ Years of Connectivity
2. Engagement Approach & Highlights
3. Questions & Answers
4. Closing Comments