ABAC aspires to an institutional destination of greatness, a college where committed students seek a life-changing experience and are prepared to contribute positively to the communities in which they live and work.”

“To engage, teach, coach, mentor, and provide relevant experiences that prepare the Graduate for life.”

**STRATEGIC INITIATIVE 1**

ABAC will create, implement, and promote programs that attract students from the State of Georgia, the region, the nation, and around the world. At ABAC, students will be offered the opportunity for a life-changing educational experience.

**STRATEGIC INITIATIVE 2**

Commit the College to ensuring that students graduate on time with minimum debt and are prepared for life and work.

**STRATEGIC INITIATIVE 3**

ABAC will engage faculty, staff, administrators, alumni, supporters, business partners, and the community in mentoring students and providing real-world experience through internships, cooperative education, and study abroad.

**STRATEGIC INITIATIVE 4**

Infuse technology into all aspects of the College’s academic and operational programs. Faculty, staff, students, and guests will be provided access to appropriate technology to support their needs.

**STRATEGIC INITIATIVE 5**

Maintain affordability for higher education by increasing and diversifying non-state revenues, which will leverage greater public support for the College.
Abraham Baldwin Agricultural College has long been the higher education destination for students in the Southeast who want to study agriculture and natural resources. Today, ABAC is a destination for students who enroll in a wide variety of academic areas and for outstanding faculty from a broad range of academic disciplines. Coupled with significant changes in the higher education environment, ABAC’s growth prompted a new strategic plan which will firmly establish ABAC as The Destination for well qualified students and extremely talented faculty.

First and foremost, ABAC will provide programs and initiatives that attract students from the State of Georgia, the region, the nation, and around the world who seek a life-changing educational experience. ABAC is committed to ensuring that these students graduate on time with minimal debt, are fully prepared to enter the workforce, and are ready to embrace a full and meaningful life. ABAC’s focus is on a holistic educational experience, pushing far beyond classroom lectures. ABAC will teach students essential life skills through internships, research experiences, course work, study abroad opportunities, service learning, and mentoring by faculty, staff, alumni, and other partners.

For ABAC to be a Destination which provides a strong holistic educational experience, everyone must be involved. ABAC will fulfill its mission by engaging faculty, staff, administrators, alumni, supporters, business partners, and the community. ABAC will expand its influence beyond the classroom to engage students in diverse, real-world experiences to enhance and reinforce academics. By partnering with ABAC, the community will be a key shareholder in this mission by providing the real-world experiences, internships, and cooperative education opportunities that are vital for students to succeed.

Sustaining these effective partnerships and a robust educational mission requires a strong commitment to excellence and continued support from the institution and beyond. ABAC will support this mission with an infusion of new and modern technology into all areas of the campus. A philanthropic effort from ABAC faculty and staff, alumni, community leaders, and businesses will provide the financial resources to implement the Destination ABAC initiatives and will support all areas of the new strategic plan. The result will be an affordable, life-changing experience for ABAC students.

ABAC is already an institution with a strong reputation that is growing stronger by the day. Through the new strategic plan, ABAC will be a Destination for students seeking a unique educational experience that prepares them for life. When the objectives of the plan are met, ABAC will be The Destination for students seeking a holistic education that prepares them for life and work. Graduates will join a community of alumni whose lives have been changed by their ABAC education and who will continue to pass on this vision to future ABAC students.

Visit www.abac.edu/strategicplan for the entire document and other relevant information related to Destination ABAC.