



UNIVERSITY OF
ARKANSAS
GRANTHAM

Strategic Plan 2026-2031





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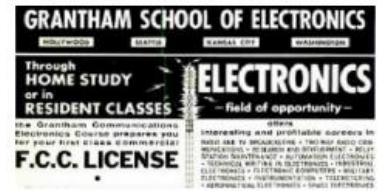
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University Timeline

- **1951** The Grantham Radio License School is founded by WWII veteran Donald Grantham to serve US service members; the name is later changed to Grantham School of Electronics
- **1955** The school opens sites in Washington, D.C., and Los Angeles, CA
- **1961** The school receives accreditation from the Distance Education and Training Council, today's Distance Education Accrediting Commission (DEAC)
- **1968** The institution is named Grantham College of Engineering
- **1971** The college moves to Falls Church, Virginia; begins awarding its first associate degrees
- **1976** The college focuses on distance education; closes residential operations
- **1977** The college is the only school in the US offering an accredited Bachelor of Science in Electronics through distance education
- **1990** The college receives approval to operate in and relocates to Louisiana
- **2002** The college becomes Grantham University
- **2005** The university relocates to Kansas City, Missouri after Hurricane Katrina destroys all but one building on the Slidell, Louisiana, campus
- **2014** The university relocates to Lenexa, Kansas
- **2016** The university receives programmatic accreditation from ABET for its Bachelor of Science in Electronics Engineering Technology program
- **2020** During the pandemic shutdown, a virtual commencement ceremony is held to honor the Class of 2020
- **2021** The university becomes a remote workplace
- **Nov. 1, 2021** The university joins the University of Arkansas System and becomes University of Arkansas Grantham



Donald Grantham



1960s ad in Popular Mechanics



1989 ad in Popular Electronics



GRANTHAM UNIVERSITY



UNIVERSITY OF ARKANSAS GRANTHAM



About the University of Arkansas Grantham

Celebrating its 75th anniversary in 2026, the University of Arkansas Grantham has a long, rich history. The institution that would eventually become UA Grantham started out as a technical school for veterans and evolved over time to become a pioneer and leader in continuing education.

Early Years and Focus on Distance Education: 1951-1999

Founded in Los Angeles, California, in 1951 by World War II veteran Donald Grantham, the institution began as the Grantham Radio License School. Its initial mission was to help returning service members who relied on education benefits to acquire the skills and certifications needed for careers in the growing fields of electronics and communications.

The school quickly embraced distance education to serve a geographically dispersed, non-traditional student population, including military service members and working adults. It expanded its physical presence with campuses in cities like Washington, D.C., and Kansas City, Missouri, in the 1950s.

In 1961, it achieved accreditation from the Distance Education and Training Council (now the Distance Education Accrediting Commission, or DEAC) and was renamed the Grantham School of Electronics. By 1976, Donald Grantham shifted the institution's focus exclusively to distance education, discontinuing residential operations.

Throughout the 1980s and 1990s, the institution, then Grantham College of Engineering, continued to expand its program offerings to include associate and bachelor degrees in fields like electronics engineering technology and computer science.

Transition to Full Online Learning and Relocation: 2000-2020

In 2000 Grantham began offering its degree programs exclusively online, and in 2002, it was renamed Grantham University. The university's resilience was tested in 2005 when Hurricane Katrina severely damaged the main campus in Slidell, Louisiana. Demonstrating remarkable adaptability, the university relocated and restarted operations in temporary offices in Kansas City, Missouri. Grantham University would remain in the Kansas City metropolitan area for more than 15 years.

Joining the University of Arkansas System: 2021 - Present

In mid-2021, the University of Arkansas System Board of Trustees unanimously voted to acquire Grantham University. This move, finalized on November 1, 2021, merged Grantham with the System's existing online initiative, eVersity, and officially established the University of Arkansas Grantham.

A public, not-for-profit online university based in Little Rock, Arkansas, UA Grantham now serves adult learners worldwide, offering certificate, associate, bachelors, and masters degrees programs delivered completely online, and relying on a workforce of more than 200 adjunct faculty members and 125 staff distributed throughout the United States.

The integration into Arkansas' premier public university system has strengthened UA Grantham, allowing it to continue and provide high-quality, affordable education to non-traditional students, backed by the strong reputation of the University of Arkansas System, and driven by a sustained commitment to its founding mission of serving non-traditional students.



University Mission and Vision

The University's mission and vision are our north star – reflecting our history, echoing our commitment to student success, and guiding both our long-term growth initiatives and daily operations.

Vision

The University of Arkansas Grantham is committed to being a globally recognized innovator in higher education, serving those who serve and serving those who strive to make a difference in their professional lives and community.

Mission

The mission of the University of Arkansas Grantham is to provide quality, accessible, affordable, professionally relevant programs in a continuously changing global society.

This broad mission statement is rooted in extraordinary purpose: UA Grantham serves those who serve and those who want to make a difference. The University achieves its mission by providing access to education especially to those who are typically underserved by traditional post-secondary education: working adults, first-generation college students, active-duty military members and veterans, those who ensure our public safety, business owners and entrepreneurs – all those who need a second chance and all those who never had a first chance.

The University of Arkansas Grantham provides online higher education for learners balancing education with career, family, and community commitments. The university provides flexible online learning environment, dedicated student support, monthly course starts, degree and certificate programs in in-demand fields, affordable tuition, and technology – all with one overarching goal: student success in every class and through to graduation.



The University of Arkansas Grantham Strategic Plan

The UA Grantham Strategic plan for 2026-2031 builds on past accomplishments and is in alignment with the strategic pillars of the University of Arkansas System. Articulated by UA System President Jay B. Silveria in 2026, these six pillars shape the System’s strategic decision-making:

1. Expanded Access to High-Quality, Diverse Educational Opportunities
2. A Systemwide Commitment to Student Success
3. Advancing Scholarship, Innovation, and Discovery
4. Stewardship of Talent, Resources, and Public Trust
5. Responsiveness to Statewide Needs and Priorities
6. Collaboration and Integration through Technology and Business Innovation

As stated by President Silveria, these pillars “provide a common framework that allows our institutions to advance their unique missions while working collectively toward systemwide goals.”

Accordingly, the purpose of the university’s strategic plan is to clearly communicate to all UA Grantham stakeholders the strategic initiatives and objectives of the institution. In this way, the Strategic Plan guides the university development activities as well as its day-to-day operations.

The University’s strategic planning process establishes shared commitment in identifying objectives and creating metrics to measure the University of Arkansas Grantham’s progress toward continuous growth, development, and improvement. The planning process is directed by the University’s mission, priorities, and outcomes and assures the institution remains accountable to all stakeholders and sustainable into the future.

This Strategic Plan allows the University to identify internal and external trends, determine how to maximize opportunities, how it can differentiate itself in a changing educational environment, and guard against risks. The Strategic Plan allows the University Leadership Team (ULT) to prioritize and better direct the University’s resources while enhancing educational opportunities.



University Operations

Leadership of each of the University's operational areas is responsible for coordinating internal and cross-departmental activities that support the mission, priorities, and student and institutional outcomes. In doing so, activities undertaken in all operational areas ensure continued growth and viability.

Academics

The Academics team is responsible for coordinating day-to-day operations of UA Grantham's four colleges, for managing and supporting faculty, and for ongoing enhancement of course content using best-in-class instructional design principles.

Academics is comprised of three teams:

- **College Leadership** The Directors of the College of Business, College of Health Professions, College of Humanities and Social Sciences, and College of Science, Engineering, and Technology lead the development of professional and relevant program curriculum. These leaders rely on input from faculty, students, and industry experts to update content so that it reflects current industry standards and technology, in alignment with accreditation requirements and institutional goals.
- **Academic Operations** This group maintains and improves course material within the learning management system. Team members facilitate the design process for effective quality instruction, resolve technical issues, and maintain and enhance course materials that support effective, high-quality instruction.
- **Faculty Training and Development** This team recruits and manages faculty, conducts classroom performance reviews, provides feedback and academic coaching, and oversees faculty scheduling. The team also helps ensure academic expectations and instructional standards are consistently met.

Finance and Sustainability

Because UA Grantham is self-sustaining – in other words, it does not receive budget support from the State of Arkansas – the Finance Team enforces commitment to sustainable operations across all functional areas, thereby ensuring that the University remains viable, so that in turn it can achieve its mission.

Holding the responsibility for maintaining the university's financial integrity, the Finance Team is accountable for finance operations, procurement, and tax reporting.

- **Finance Operations** The team ensures accurate recording of all financial transactions, completes internal and external financial reporting, and analyzes financial data and trends. The team also partners with university leaders to develop the annual budget and monitor budget variances.
- **Procurement** The team manages the procurement and accounts payable process in compliance with state regulations and ensures timely payment of university obligations.
- **Tax Reporting** The team ensures all taxes are filed and paid in compliance with federal, state, and local regulations, including all payroll related taxes in partnership with HR.



Human Resources

Human Resources serves as an institutional partner that supports the people and practices essential to achieving the University's mission. By strengthening the foundation upon which faculty and staff operate, Human Resources helps sustain quality, accessibility, affordability, and relevance. The team is responsible for the following activities:

- **HR Management and Operations** Encompasses compensation and benefit program design, leave processes, HRIS technology, and workforce analytics required to support the university stakeholders' needs. The function also manages employee relations and coaches UA Grantham managers to effectively lead their teams, align staff performance with university goals, and ensure a productive and engaged workforce.
- **Talent Acquisition** Partners with university leaders to forecast hiring needs, conduct full life cycle recruiting, and build relationships internally and externally, creating positive hiring experience for all candidates.
- **Payroll** Manages end-to-end payroll administration for multi-state workforce in compliance with university policy and federal, state, and local regulations.
- **Title IX** Acts as Title IX Coordinator ensuring compliance with federal regulations related to discrimination, harassment, and equity.

Marketing

The Marketing team is responsible for branding, communication, and leveraging the university's advertising budget to generate prospective student interest in UA Grantham programs. Activities managed by the team span the entire student lifecycle: from first impressions on social media or the university's website, through using communications to support the enrollment process, to maintaining current student engagement and developing the alumni community.

- **Creative Services** The Creative Services team is responsible for communications, social media, content development, and graphic design.
- **Marketing Operations** The Marketing Operations team is responsible for managing advertising on Google and Facebook, and for maintenance and development of web properties.

Student Experience

The Student Experience team is responsible for supporting students from first inquiry, through initial enrollment and all the way to graduation. This work encompasses managing admissions, enrollment, first term student onboarding, and retention processes.

- **Admissions** The Admissions team engages with prospective students to navigate the enrollment process, including helping students complete their application, collect required documents for admissibility, and motivate them before their courses begin.



- **Student Advising** Following admission, student support transitions to the Student Advising team. Members of the Advising team assist students with everything from course navigation and degree planning to time management and motivation.
- **Student Services** The Student Services team is responsible for maintaining resources and tools students utilize such as online tutoring, the learning center, and career services.
- **Training and Operations** The Training and Operations team is responsible for new hire training, ongoing training, and development of the Student Experience team.

Enrollment Services

Enrollment Services encompasses three operational areas of the institution: Registrar, Student Financial Services, and Compliance and Institutional Research.

- **Registrar's Office** The Registrar's office is responsible for general maintenance of Student Information System (SIS) records. The team supports students, staff, and faculty in the admission cycle, course scheduling, and various student requests such as transcripts and verification.
- **Student Financial Services** The Financial Aid and Student Accounts teams work with students and staff to support all financial aspects, and to administer the awarding of Title IV aid, Veterans Administration education benefits, and military Tuition Assistance funds.
- **Compliance and Institutional Research** This team is responsible for the oversight and reporting requirements of various processes related to accreditation, federal and state guidelines, and UA Board of Trustees and UA System policies.

Information Technology

The IT team is responsible for delivering and supporting the digital infrastructure that enables remote learning, including the university's centralized technology infrastructure and applications, and a variety of solutions directly managed by other UA Grantham teams. IT is organized into three teams:

- **Service Desk** The Service Desk team handles employee onboarding and separation, software license management and installation, workstation provisioning, and initial technical support for all centralized IT services.
- **Technology Services** The Technology Services team is responsible for legacy physical datacenter infrastructure and cloud-based virtual infrastructure services that underlie user-facing services. The team also manages technical services such as email, single sign-on, file sharing, workstation deployment, and cybersecurity monitoring.
- **Information Systems** The Information Systems team manages the online course system, legacy database archives, and data reporting tools. The team also develops and maintains data integration software that ties together critical systems used for admissions, financial aid, student records, student outreach, human resources, finance, and user authentication.

Institutional Assessment: SWOT Analysis

The first step in developing a sound five-year strategic plan for the University of Arkansas Grantham focused on the completion of a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis. The SWOT analysis completed by the University Leadership Team encompasses both internal and external elements influencing the University's growth and is essential to inform the development of strategic initiatives.

The summary of the 2025 SWOT analysis is below.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Mission-driven with focus on student support • Experienced faculty and staff with a demonstrated ability to navigate projects to completion • Strong collaboration and teamwork across all departments • Remote environment for students and employees • Being a member of the UA system • 37 Programs offered across 4 disciplines 	<ul style="list-style-type: none"> • Resource limitations, process inefficiencies, and structural issues that impede operations • Programs/curricula lack innovation • Challenging environment for effective collaboration/community building for students, faculty and staff • Inconsistent data utilization across the university • Employee engagement and professional development opportunities are lacking
Opportunities	Threats
<ul style="list-style-type: none"> • Workforce development emphasis and the creation of workforce development-based programs • Focus on AI skills and literacy, incorporating the use of AI for students, faculty and staff • Program offerings for in-demand areas to support Arkansas initiatives • Partnerships with other institutions as well as third-party college-credit entities 	<ul style="list-style-type: none"> • Market competition from other institutions offering online degree programs • Institutions that offer workforce focused and AI programs are outpacing UAG • Negative perception of the value of Higher Ed (financial return on investment) • Regulatory uncertainty and continuously changing landscape (state and federal) • Unique cybersecurity threats due to 100% remote/cloud-based environment



UA Grantham’s Strategic Priorities and Initiatives

The University of Arkansas Grantham Strategic Plan is mission-driven and focused on communicating its ongoing commitment for providing quality, accessible, affordable, professionally relevant programs in a continuously changing global society.

The strategic priorities and initiatives are assessed annually as part of the Institutional Effectiveness Planning efforts. Each fiscal year action items are identified with metrics such as target completion, budget requirements and oversight responsibility outlined. Action items are consistently monitored through various data inputs including reports, surveys, outcomes assessment analysis, and stakeholder feedback.

Strategic Priority 1 – Student Success

UA Grantham is focused on fostering student persistence and supporting students from enrollment to graduation. This commitment ensures that students not only start but also complete their academic journeys, paving the way for long-term achievements.

Goals

- Our goal is to revitalize and expand our academic offerings to meet the demands of the modern workforce and the aspirations of our students in alignment with the needs of the state of Arkansas.
- Our goal is to maintain academic rigor and relevant course curriculum through a robust cycle of review, refresh, and replace that will foster opportunities to incorporate learning technologies to better prepare our students for the evolving workforce landscape.
- Our goal is to enhance the outcomes of the students we serve through collaboration with industry on curriculum development and through transfer credit opportunities with other credit-granting organizations.



Strategic Priority 2 – Student Experience

UA Grantham is committed to providing a seamless, supportive, and enriching experience for our students as they engage with our academic programs.

Goals

- Our goal is to support a positive experience for our students through continuous improvement to avenues students use to interact with faculty, staff and technology platforms.
- Our goal is to enrich the entire student journey by fostering a connected community, expanding critical support services, and personalizing student outreach to proactively meet their evolving academic and personal needs.
- Our goal is to provide programs that are relevant and meet the demands of the lifetime learner market where workforce demands are out of alignment with traditional academic structures.



Strategic Priority 3 – University Excellence

UA Grantham strives for excellence, emphasizing continuous improvement in all facets of university operations, and supporting the overarching goal of strengthening UA Grantham as a thriving, self-sustaining institution.

Goals

- Our goal is to maintain focus on strategic priorities and institutional effectiveness throughout the university, through transparency and accountability.
- Our goal is to cultivate a culture of continuous improvement, accountability, and professional growth by investing in robust training programs, fostering leadership development, and creating a clear connection to the mission in all areas.
- Our goal is to build a seamless, data-driven operational ecosystem by integrating our technology platforms, automating manual workflows, and leveraging artificial intelligence to enhance efficiency and decision-making across the student lifecycle. By streamlining our back-end operations, we directly improve the front-end experience for both our students and the employees dedicated to supporting them.