

# Minnesota State University, Mankato

## Strategic Priorities and Objectives

### 1. **Public Relations and Marketing** - Develop a marketing plan to promote Minnesota State Mankato as a “modern university” known for providing relevant, high quality undergraduate and graduate programs throughout the region and state.

- Objective 1 Initiative an RFP to solicit proposals for a University wide marketing plan.
- Objective 2 Select a consultant to develop a public relations and marketing plan.
- Objective 3 Organize discussion groups and open forums to elicit input from the University community in developing the plan.
- Objective 4 Develop the final plan and share with campus and constituent groups.
- Objective 5 Prepare and submit a resource need analysis and funding plan for all recommendations and goals.

### 2. **Enrollment Management Plan**

- Objective 1 Review and evaluate MSU undergraduate and graduate student recruitment and retention plans. (Fall 2002)
- Objective 2 Review and evaluate the enrollment management plans for targeted populations within the student body. (Spring 2003/Fall 2003)
- Objective 3 Review departmental plans for recruitment, retention, and graduation of undergraduate and graduate students. (Fall 2003)
- Objective 4 Review and evaluate the university programs, services and initiatives that support the recruitment, retention, and graduation of students. This review should examine financial aid programs, scholarship programs as well as the student life program. (Fall 2003/Spring 2004)
- Objective 5 Establish the university’s long-term plan and goals for student enrollment, including the conditions and criteria to be considered in planning for growth and/or stabilization. (Spring 2004)
- Objective 6 Communicate the plan and goals to the campus community.
- Objective 7 Prepare and submit a resource need analysis and funding plan for all recommendations and goals.

### 3. **Campus Facilities Master Plan**

- Objective 1 Generate a communication plan to get the information from the Master Planners out to campus for information and feedback.
- Objective 2 Recommend ways to synthesize the multiple plans (CSU, Residential Life, Campus Recreation and Athletics) that exist on campus into a comprehensive campus master plan.
- Objective 3 Develop a campus-wide Facilities Prioritization process.

This process will utilize the following principles:

1. Can be easily understood and utilized by campus groups
2. Provides the needed data for the decision-making
3. Has integrity (people cannot go around it) so it will be consistently followed and used
4. Includes opportunities for campus-wide input
5. Is strategically aligned with:

- a. the budget process
- b. the critical needs of the campus
- c. the Campus Master Plan (and keeps the Master Plan updated)
- 6. Identifies groups of projects by
  - a. Dollar value
  - b. Critical needs
  - c. Rank
  - d. Magnitude (small vs. large)
- 7. Coordinates timing of the process with internal and external schedules related to funding sources, campus resource availability and MnSCU requirements
- 8. Establishes a standard form (electronic preferred) for the submission of all facility requests other than maintenance
- 9. Includes a feedback/communication process for providing information on the following to the requestor:
  - a. Ongoing status on the project
  - b. The project ranking on the priority listing
  - c. Criteria used to establish priorities

Objective 4 Integrate the Campus Master Plan with the Facilities Prioritization process.

Objective 5 Communicate the plan and goals to the campus community.

Objective 6 Prepare and submit a resource need analysis and funding plan for all recommendations and goals.

#### **4. Fundraising**

Objective 1 Increase private support for the University

Objective 2 Communicate the plan and goals to the campus community and other constituent groups.

Objective 3 Prepare and submit a resource need analysis and funding plan for all recommendations and goals.

#### **5. Promoting Diversity**

Objective 1 Promote diversity across all levels of the University community.

Objective 2 Increase effectiveness in recruiting, hiring and retaining diverse faculty and staff at all levels of the University.

Objective 3 Strengthen recruitment and retention of a diverse student population.

Objective 4 Communicate the plans and goals to the campus community.

Objective 5 Prepare and submit a resource need analysis and funding plan for all recommendations and goals.

#### **6. Distance Learning**

Objective 1 Create an administrative structure that enables the creation of (or further development of currently existing) technology, e-learning, and mediated distance courses in 3-5 programs.

Objective 2 Create a funding mechanism that enables the creation of (or further development of currently existing) technology, e-learning, and mediated distance courses in 3-5 programs.

Objective 3 Identify 3-5 programs to create or further develop a critical mass of technologically mediated distance courses. Programs will be selected based on market studies, replicability, possible additional external funding, and

- college and department leadership and willingness to develop technology mediated distance courses.
- Objective 4 Implement and evaluate the courses in 3-5 programs.
- Objective 5 Identify and add additional programs based on experiences with the first 3-5.
- Objective 6 Communicate the plan and goals to the campus community.
- Objective 7 Prepare and submit a resource analysis and funding plan for all recommendations and goals.

## **7. Graduate Education**

- Objective 1 Create funding mechanisms which allow the University to grow and improve select graduate programs (on-campus, off-campus, technologically mediated distance, and hybrid).
- Objective 2 Based on market studies, legitimate needs of the region, affordability, and contributions to the University's academic culture, as necessary and as appropriate reinstate, modify, expand, and create graduate programs (including licensure programs).
- Objective 3 Participate in the University's Enrollment Management Planning process to address concerns of graduate enrollment. Work with the departments to use their program review process to determine ideal size.
- Objective 4 Revise and simplify existing graduate school policies and procedures to reduce bureaucracy and improve the graduate student experience, with the ultimate goal of having all services and required paper work available on-line.
- Objective 5 Communicate the plan and goals to the campus community.
- Objective 6 Prepare and submit a resource analysis and funding plan for all recommendations and goals.

## **8. Undergraduate Studies**

- Objective 1 Assess and improve our academic programs.
- Objective 2 Uphold and strengthen standards for academic achievement.
- Objective 3 Enhance academic offerings for all undergraduate students.
- Objective 4 Position MSU as the undergraduate "school of choice" for academically-talented students.
- Objective 5 Envision and implement a new undergraduate excellence project that makes MSU distinctive.

## **9. International Programs**

- Objective 1 To review and assess existing programs and develop a plan that will effectively address the academic and student life needs of students (both domestic and international) so that they will become engaged citizens in a global environment.
- Objective 2 To make recommendations to incorporate international experiences and perspectives, into the curriculum.
- Objective 3 To develop a recruitment and retention plan to bring international students to our campus and to retain these students.
- Objective 4 To examine opportunities for international students to share their cultures and also for domestic students studying abroad to share their experiences with the university and community.

- Objective 5** To evaluate student support services for international students and recommend changes to improve and/or expand such services.
- Objective 6** To provide an opportunity for the input from the campus and Mankato community and to solicit ideas and comments from appropriate departments and unit representatives.
- Objective 7** To develop a resource need analysis and funding plan for all recommendations.
- Objective 8** To encourage international faculty to MSU and University faculty to go abroad.
- Objective 9** To present a proposal to the President for campus consideration by the end of spring semester 2005.

## **10. Creating a Campus Culture of Wellness**

- Objective 1** To identify the health and wellness needs of the MSU campus.
- Objective 2** To recommend evidence based programs and services that assist faculty, staff and students to optimize their wellness and enhance personal and professional productivity.
- Objective 3** To work as a university community to make recommendations that optimally address health/wellness issues that impact absenteeism, worker's compensation and other cost of care issues for MSU.
- Objective 4** To work with the professional development task force to identify faculty/staff professional development education initiatives that address major health concerns on our campus leading to worker's compensation claims.
- Objective 5** To make recommendations that incorporate wellness initiatives into campus professional development and to suggest strategies to include wellness issues and information into the curriculum.
- Objective 6** To review support services for health and wellness initiatives and make recommendations for any needed infrastructure.
- Objective 7** To utilize campus student health/wellness data and employee health insurance claims data to recommend programmatic initiatives that align with the Healthy Campus 2010 National Objectives and Healthy People 2010 National Standards.
- Objective 8** To develop a resource needs analysis and funding plan for all recommendations.
- Objective 9** To present a preliminary proposal to the President for campus consideration May, 2006.