*Goal 4 - Campus-Wide Plans*

**Sub-Goal 4a: Public Relations Marketing Plan**

**Objective 1**
Initiate 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.

**Sub-Goal 4b: Enrollment Management**

**Objective 1**
By 2010, Minnesota State Mankato will move from 83% of its students to no more than 80% of its students coming from Minnesota.

**Objective 2**
By 2010, Minnesota State Mankato will grow to 14,300 FYE or higher total enrollment through better utilization of current resources and/or the addition of new resources.

**Objective 3**
By 2010, Minnesota State Mankato will modify the composition of its student body.

**Objective 4**
Minnesota State Mankato will develop future enrollment goals based on an academic plan.
Objective 5
Minnesota State Mankato will establish a permanent Enrollment Management Committee to oversee and assess the implementation of the current plan and to develop future goals and propose actions for implementation.

Sub-Goal 4c: –Facilities Master Plan

Objective 1
Enhance the pedestrian nature of the campus to improve safety and security.

Objective 2
Accommodate for growth and development of academic programs to meet current and future needs of four-year students as well as allow growth in graduate level programs.

Objective 3
Improve the opportunities to meet the students' social, cultural and activity needs on campus.

Objective 4
Provide a variety of residential life facilities on campus to accommodate changes in student demographics and amenities.

Objective 5
Create a stronger sense of place for Minnesota State University, Mankato.

Sub-Goal 4d:–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.

*Source: Strategic Plan, September, 2005