



Minnesota State University, Mankato

Strategic Priorities

*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**