

Southwest Minnesota State University 2012-2017 Strategic Plan

Southwest Minnesota State University during the 2011-12 Academic year collected information from external constituencies and members of the campus community. From the information collected there was a strong consensus on the broad directions that the University should follow for the 2012 -2017 five year strategic planning cycle. The five strategic directions and related goals identified support the system strategic framework and the University vision, mission and goals.

The state of Minnesota has established a public University and College system to support the needs of its citizens. Each institution supports the vision, mission and strategic framework of the system within its mission, vision and strategic plan.

The Minnesota State Colleges and Universities vision, mission and strategic framework states:

MnSCU Vision Statement: The Minnesota State Colleges and Universities will enable the people of Minnesota to succeed by providing the most accessible, highest value education in the nation.

MnSCU Mission Statement: The Minnesota State Colleges and Universities system of distinct and collaborative institutions offers higher education that meets the personal and career goals of a wide range of individual learners, enhances the quality of life for all Minnesotans and sustains vibrant economies throughout the state.

MnSCU Strategic Framework:

- 1. Ensure Access to an Extraordinary Education for All Minnesotans.**
- 2. Be the Partner of Choice to Meet Minnesota's Workforce and Community Needs.**
- 3. Deliver the Highest value/Most Affordable Option by Designing the MnSCU of the Future.**

In support of the MnSCU system Southwest Minnesota State University has developed a complementary vision, mission and goal statements.

SMSU Vision Statement: Southwest Minnesota State University is a university of choice.

SMSU Mission Statement: Southwest Minnesota State University prepares students to meet the complex challenges of this century as engaged citizens in their local and global communities. Our comprehensive degree programs, taught in the liberal arts tradition, are dedicated to connecting students' academic and practical professional development experiences in southwestern Minnesota to the wider world.

SMSU Goal Statements:

- 1. The primary focus of all activities is to facilitate the learning experience of our enrolled students. All faculty activities, both within and away from the classroom, are designed to enhance the learning environment.**
- 2. It is essential for SMSU to remain current with technological advancements in delivering classroom and laboratory knowledge to assure maximum interest, impact, and retention by our students.**
- 3. Our faculty recognize the evolving environment in which we all live and the need to insure involving students with current information and developments from the world stage.**
- 4. Student involvement in the learning experience is critical for retention, leading to our dedication to pedagogical improvements that have been shown to enhance the learning experience.**
- 5. We are committed to being good stewards of our resources through demonstrating environmental and fiscal responsibility. Moreover, as responsible citizens and good stewards of our resources, we foster actions, programs, and scholarship that will lead to a sustainable future.**

- 6. We maintain and consistently seek to improve a comprehensive system of support services designed to assist our students in any way possible during their tenure at SMSU and on into the next stages of their lives.**
- 7. We believe in the integration of campus and community. We are committed to being responsive to the needs of southwestern Minnesota and recognize that partnerships with community entities provide us with valuable talents and expertise.**
- 8. We value a safe environment for intellectual expression and encourage open and civil communication.**
- 9. We value a campus safe for all members of the university community.**
- 10. We value maintaining and enhancing a physical design to provide access to all members of the university community.**
- 11. We embrace diversity by developing a quality, comprehensive educational environment that fosters interaction among people of all religions, races, ethnicities, sexual orientations, physical abilities, and ages.**
- 12. We foster cultural understanding on campus through social, educational, and administrative interaction with our diverse population of international students. We offer the opportunity to learn about different cultures through participation in our Global Studies programs.**
- 13. We believe that the southwestern Minnesota region provides rich opportunities for learning that go beyond the traditional classroom and lab settings—community-based learning experiences. Therefore, we are committed to creating a variety of applied learning experiences that enhance students' practical problem-solving skills and strengthen their commitment to civic engagement.**

SMSU through both an internal and external forum process identified five strategic directions to span the period 2012-2017. Each strategic direction has two to four goals. Annually the campus community will identify objectives to support the strategic direction goals that support both the MnSCU and SMSU overarching directions as stated in Vision, Mission and Goals.

Southwest Minnesota State University 2012-2017 Strategic Directions and Goals:

- 1. Academic Strategic Direction: Review annually all academic programs and create new programs when justified that support the changing economic and social dynamics of the 21st Century.**
 - **Goal 1 – Annually review all academic programs for viability and sustainability.**
 - **Goal 2 – Annually identify and prioritize new academic and support programs which support the strategic direction and the region.**
 - **Goal 3 – Expand the use of alternative delivery methods in existing programs and all new academic programs.**

- 2. Enrollment Management Strategic Direction: Develop and commit to an enrollment management program to increase university enrollment both on and off campus through recruitment and retention programs.**
 - **Goal 1 – Establish a recruitment system that ensures all programs in the academic strategic direction have enrollments that sustain a healthy university environment.**
 - **Goal 2 – Establish and implement a retention system that improves student success such that by 2017 the University freshman to sophomore rate of retention is 80%.**
 - **Goal 3 – Establish and implement a plan to increase both on campus and off campus student life activities.**

3. Facilities and Equipment Strategic Direction: Modernize the campus environment and update the campus classrooms and equipment using green technology where feasible.

- **Goal 1 – Create a facilities modernization plan with an annual minimum general fund investment of \$50,000.**
- **Goal 2 - Create a classroom modernization plan with an annual minimum general fund investment of \$50,000.**
- **Goal 3 – Create an instructional and campus wide equipment upgrade plan with an annual minimum general fund investment of \$200,000.**
- **Goal 4 – Identify and prioritize major campus renovation projects.**

4. Community Partnerships Strategic Direction: Build partnership connections to communities, business and industry, and educational institutions within the southwest region.

- **Goal 1 – Provide annual presentations by members of the campus family to at least 40 different organizations within a 90 mile radius of the University.**
- **Goal 2 – Develop and implement an annual “Elected Officials Conference on Economic and Social Development of Rural Communities in the 21st Century.”**
- **Goal 3 – Identify community-based projects and prioritize projects annually that can be completed in partnership between the identified community and SMSU through Service Learning or other campus-based programs.**

5. Diversity Strategic Direction: Build on existing strengths in creating an environment to celebrate the accessible and diverse nature of the SMSU campus community and encourage the growth of all groups on campus.

- **Goal 1 - Foster partnerships with groups and organizations across the region and state that create a climate that supports the understanding of diverse individuals and groups.**
- **Goal 2 – Foster a campus climate that celebrates the interaction of diverse cultures from historical and current perspectives in all academic and student service programs.**
- **Goal 3 – Maintain and expand existing activities and programs that draw internal and external groups to celebrate the richness of our diverse world.**
- **Goal 4 – Develop and implement a strategy to ensure that the University makes continuous and ongoing progress to ensure accessibility and to reach current and future Title IX requirements.**