



## **BROWN AND GOLD TASK FORCE RECOMMENDATIONS**

May 1, 2007

### **Mission**

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.

### **Vision**

Southwest Minnesota State University is a university of choice.



## **Brown and Gold Task Force Strategic Priorities**

1. Define SMSU's signature program in terms of universal "excellence" within the liberal arts tradition. Continue to develop and expand collaborative learning opportunities, study abroad programs, and international exchange programs. Create a broad educational focus on an overarching theme.
2. Establish an aggressive marketing campaign for the university. Improve and expand both physical and electronic efforts to make SMSU more attractive to potential students. Make the campus exterior more beautiful and inviting with additional landscaping and a visible campus entrance. Create a visual symbol for the University.
3. Actively seek participation from a diverse population of students, faculty, staff, and community members. Promote participation by all members of the SMSU community through physical and social inclusiveness, particularly for physically disabled and international students.
4. Decrease SMSU's environmental footprint by reducing our energy use, reducing our waste stream, and obtaining energy from renewable sources.
5. Develop, maintain, and advance electronic communications between all members of the University community and stakeholders in the University. This includes but is not limited to email, social networking, podcasting, and video sites.
6. Develop and implement a comprehensive First Year Experience program. This includes full integration of the First Year Experience into the University curriculum. Included in the First Year Experience program are Orientation, Learning Communities, and a required University Experience classroom course. All aspects of student services and student life should be included in the planning and participation of the First Year Experience.
7. Develop systemic integration of Student Services, Student Life, Activities, Academics, and other aspects of University life. This includes joint planning and implementation of all University projects and events. Projects with joint development, cooperation, and implementation should be given priority at the University.