



# Strategic Direction

2012-2017





*Southwest Minnesota State University during the 2011-12 Academic year collected information from external constituencies and members of the campus family. 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.*

# Strategic Direction

## 2012-2017

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 for each strategic direction goal that support both the MnSCU and SMSU overarching directions as stated in Vision, Mission and Goals.



# Directions and Goals

## 2012-2017

### 1. Academic Strategic Direction:

Review annually all academic programs to insure continuous improvement and create new programs 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 programs which support the strategic direction and the region.
- Goal 3 – Explore the use of alternative delivery methods in existing programs and all new academic programs.
- Goal 4 – Annually assess whether academic programs and the Liberal Education Core are meeting stated outcomes.

### 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.

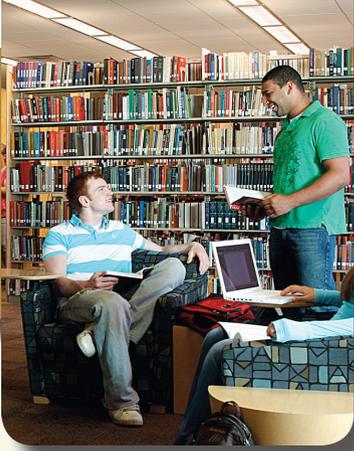
- Goal 1 – Establish a recruitment system that insures all programs in strategic direction one have enrollments that sustain a healthy University environment.
- Goal 2 – Establish and implement a retention system that improves student success such that by 2017 the University freshmen to sophomore rate of retention is 78%.
- Goal 3 – Establish and implement a plan to increase both on campus and off campus student life activities.

### 3. Facilities & Equipment Strategic Direction:

Modernize the campus environment and update the campus classrooms and equipment using green technology where feasible.

- Goal 1 – Review and update the Campus Master Plan.
- Goal 2 – Create a facilities modernization plan with an annual minimum general fund investment of \$50,000 by 2017.
- Goal 3 – Create a classroom modernization plan with an annual minimum general fund investment of \$50,000 by 2017.
- Goal 4 – Create an instructional and campus wide equipment upgrade plan with an annual minimum general fund investment of \$200,000 by 2017.
- Goal 5 – Identify and prioritize major campus renovation projects.





## 4. Community Partnerships Strategic Direction:

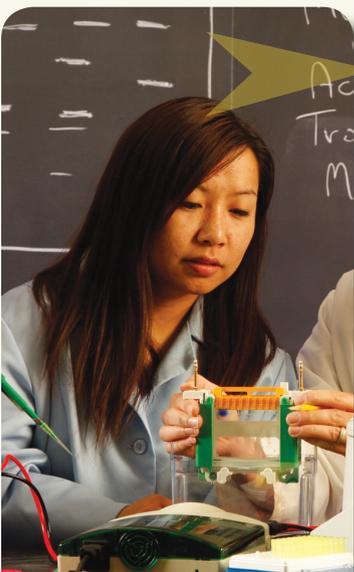
Build partnership connections to communities, business and industry, and educational institutions within the southwest region.

- Goal 1 – Provide annual presentations 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 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 a historical and current perspective in all academic and student service programs.
- Goal 3 – Maintain and expand existing activities and events that draw internal and external groups to celebrate the richness of our diverse nation.





# Vision and Mission

## 2012-2017

### **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.



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:



**Minnesota**  
STATE COLLEGES  
& UNIVERSITIES

**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.



1501 State Street • Marshall, MN 56258  
800-642-0684 • [www.SMSU.edu](http://www.SMSU.edu)

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