



**Strategic Planning Day Outcomes  
November 5, 2003**

**Results**

**Goal One:** *SMSU will continue to be the higher education institution of first choice in Southwest Minnesota*

**Present**

Create more lounge and gathering space for students  
Provide specific information on assessment activities  
Get students involved in co-curricular activities

**Immediate Future**

Communicate results of assessment  
Aggressively promote and publicize student and faculty successes  
Publicize opportunities:

- work study
- mentor/mentee program
- cost effectiveness of an education at SMSU
- local and regional events

**Future**

Raise standards of admission  
Make degree more valuable  
Especially raise enrollment  
Increase financial aid  
More work-study opportunities  
Enhance Mentor Program  
Expand internships around the region

**Goal Two:** *SMSU will create comprehensive learning experiences for its students.*

**Present**

Goals accomplished

## **Immediate Future**

Global studies

- Raise money to support travel
- advertise Program
- integrate to LAC curriculum
- make a capital campaign item

Publicize club's activities consistently & encourage revised post. policy and conferences

Specific targets:

Recruit Native American and international students

Develop bond between communities

Immediate staff support (immediate future and future) for G.S.

Study - travel perhaps mini voyages

Faculty hiring of diverse perspectives

Convocation of 04 civil rights celebration or reading

Better international student support

## **Future**

Study abroad program and funding

**Goal Three:** *SMSU will develop students' talents to prepare them to be successful in life.*

## **Present**

Include specific information about:

- career services work with distance education sites
- work done by learning resources

## **Immediate Future**

Advising training more often for all advisors

Get information out to faculty and students about work done in learning resources, career services and advising services

DAR's reports on-line for students and advisors only

Inform people of DARs report

Identify students who are "at risk" in their classes

## **Future**

Continue to improve the advising process

Continued and advanced training for advisors

Integrate the advising process to help students take ownership of their education (LAC, major and electives)

Incorporate the advising process into the FYE

Simplify LAC  
Incorporate career advising through 4+ years at SMSU  
Develop standardized internship process

**Goal Four:** *SMSU will establish a distinguished record as a student-centered higher education institution.*

### **Present**

Create a student area near classrooms that is welcoming, warm and friendly – brighter lights, paint and comfortable chairs  
Have a conversation with users of wheelchairs as to their needs when they enter campus  
Communicate about: signs, parking, clocks and student center progress

### **Immediate Future**

Get more students involved in student government  
Make all campus meetings more welcoming - publish agenda  
Student clubs to provide tours for students with similar interest of majors

### **Future**

Increase weekend activities  
Departments and service areas can do a survey on-line and publish the results on-line  
Create opportunities on campus for faculty to integrate student-centered strategies for teaching  
Faculty should try to choose less expensive books

**Goal Five:** **SMSU will contribute significantly to the quality of life in southwestern Minnesota**

### **Present**

On Goal 5, P. 11, Objective 1, Provost: include dates that visits from Governor and legislators occurred.  
Consider changing the goal itself to include the wording, “.and economic development” (after the phrase “quality of life”).  
Objective 1: Consider adding the word “development”, (community development needs).  
Strategies 2 and 3: Consider adding the words “economic development, (Strategy 2: regional and economic development issues, Strategy 3: economic development and social research).

### **Immediate Future**

Access to SMSU facilities:

Make computer facilities available to families of military personnel from the region who have no computer access.  
Continued work on the website. Events should be very near the “front page,” to demonstrate all we are doing in the region and entice people to attend the events.

#### Campus communication:

Work on improving our “image,” both internally and externally. This would include providing training to staff and faculty on advising, and university procedures, so that students have the most current, accurate information, specifically for academics but throughout the campus. Image also means how we say what we say – be aware of the messages we are sending, both internally and externally.

#### Service to region/involving the region, for the purpose of developing regional networking:

Develop a plan to take our student expertise into the region. Such as having staff of “The Spur” go to regional high schools and present info on how to do a student run newspaper.

This could happen along student club/organizations or academic disciplines.

Invite persons from the region to come on campus and share their expertise, again along the lines of student clubs/organizations or disciplines, such as inviting chamber execs to come on campus and share in business classes.

#### Expand commercial activities:

Based on the idea that SMAC (Marketing Club) is using, expand our creation of commercial entities using the expertise students and faculty have in disciplines. This would provide a need for businesses in the region by having “expert” help and needed revenue for the University.

### **Future**

#### Access to SMSU facilities:

Discuss functionality of use of space, specifically for those areas that bring the public on campus.

Create a comprehensive plan for space usage.

#### Grantsmanship:

Establish a position to provide help in obtaining grants for the University, including hands on help. Develop a plan to coordinate University information on “what we are doing” as a resource for those who are writing and seeking grants.

#### Curriculum:

Explore establishing small business and agriculture/business programs of study. These seem particularly appropriate given our region.

#### Items discussed, but that did not make the top items:

### **Future**

Access to university facilities:

Use our space in the summer for camps and conventions: we will have a new student center, having rooms in the residence halls and classrooms, gym space available.  
Seek out convention and camp opportunities to bring to campus.

Communication:

Serve as a regional hub of calendar of events. Post the university events as well as regional events on our website, such as regional concerts, plays, athletic events, with links to other towns or schools.

Evaluate our food service provider, for the purpose of allowing local business the opportunity to participate.

**Goal Six:** *SMSU will manage itself to ensure high quality standards.*

### **Present**

Publicly identify and distribute collected data

It would assist the advising process to have accurate, current course offerings and schedules publicly available

Utilize the current data and publicly announce what is being utilized and how

### **Immediate Future**

Develop a tool to measure effectiveness of advising

Plan of action and means to collect assessment data on the requirement of all freshmen in residence halls – plan to measure effectiveness

Investigate the feasibility of a required standardized course and faculty evaluation form that would collect consistent data on course and instructor effectiveness

### **Future**

Measure, evaluate, and assess the managing of the advising process

Review and evaluate the student support services that is a foundation to the goals of increased enrollments (specifically international students, ESL programs, learning resources, etc.)

**Goal Seven:** *SMSU will seek to optimize its fiscal, human, and physical resources.*

### **Present**

How make progress with \$0 – what strategies? Grants effectiveness Know thy self who we are

Exit interviews with students/staff/faculty

Identify STARS (areas that impact students) LAC

Campus appearance

## **Immediate Future**

Release time – if allocating to one area (scholarly activity)  
International program receptiveness  
Overall – evaluation of current practices  
Efficiencies  
Identify resources – implement  
Assist w/grants – look to hire a grant writer  
Sunset clause on all new programs  
Plan for awareness  
Website  
Identify low cost items

## **Future**

Pursue MNSCU/state resources  
Reallocate resources to producing areas  
Website front and dept  
Campus appearance – residence hall area  
Evaluate and enhance 2+2, distance learning opportunities and on-line  
Utilize students (marketing help)  
Enhance institutional research  
Outside gathering point – a quad  
Market campus – make it look active