



## **Presidential Work Plan Priorities 2003-2004**

Below are four presidential priorities for 2003-2004.

1. **ADVANCEMENT (ACCESS/OPPORTUNITIES: SMSU GOALS 1, 5, 7)**

Working with the Vice President for Advancement to design and test the scope and framework for Southwest Minnesota State University's first major comprehensive campaign;

Enhance and expand the Annual Fund Drive while increasing alumni participation by 5 percent (to a 28 percent participation rate);

Continue to work effectively and cooperatively with the Office of the Governor and the Office of Senator Norm Coleman on economic development issues in southwestern Minnesota;

Complete the phase-in of the name change of Southwest Minnesota State University and complete a five year strategic marketing plan for Southwest Minnesota State University.

2. **RETENTION (ACCESS/OPPORTUNITIES: SMSU GOALS 1, 2, 3, 4)**

Move campus-wide **Retention Task Force** initial recommendations to implementation while creating an integrated plan to improve the freshmen to sophomore retention rate to 75 percent;

Increase recruitment and retention rates for students of color by 1 percent each year per Southwest Minnesota State University's Commitment to Diversity, Plan for Excellence.

3. **REBUILDING AND RECONSTRUCTION (ACCESS/OPPORTUNITIES: SMSU GOALS 1, 2, 5, 7)**

Actively oversee the rebuilding of the Student Center Complex, paying particular attention to the design and execution of a physical environment that meets the needs of our students and promotes interaction between and among all constituencies both on and off campus.

Oversee the remodeling of the University Library.

As both of these projects are central to campus renewal and fundamental to future positioning of Southwest Minnesota State University, they will require significant presidential attention.

4. REGIONAL AND COMMUNITY DEVELOPMENT (COMMUNITY DEVELOPMENT AND ECONOMIC VITALITY: SMSU GOALS 3, 5, 6, 7)

Develop additional 2+2 programs with regional community and technical colleges;

Develop additional K-12 relationships including, but not limited to, summer writing programs, summer teacher institutes, and expanded academic relationships in the planning initiatives for School District 413 and its new facilities;

Strengthen existing cooperative programs and overall relationships with Minnesota West Technical and Community College;

In conjunction with Bemidji State University, explore the possibility of establishing a university center at Central Lakes Community College;

Continue to take a leading role in economic workforce development in southwestern Minnesota.

The above four priorities are directly related to Southwest Minnesota State University's Strategic Plan as well as to the MnSCU Work Plan for 2003-2004. These four priorities will be pursued in conjunction with the initiatives currently laid out in the MnSCU Work Plan for 2003-2004.