



Strategic Planning Update, July 2003

Southwest Minnesota State University plays a leadership role in supporting and implementing the annual work plan of the Minnesota State Colleges and Universities System. The university continues to be in the forefront of education for persons with special needs, has been very active in creating infrastructure for alternative funding, has initiated many new public and private collaborations, and has begun an ambitious building program.

The Minnesota State Colleges and Universities (MnSCU) has released an update to the biennial work plan. It can be found on their web site at this link:

<http://www.mnscu.edu/System/Chancellor/AnnualWorkplan03-04.html>

The one page summary at the above link reiterates the major goals and objectives of MnSCU as stated in the original plan and also includes some new initiatives that Southwest Minnesota State University is well positioned to support. In the MnSCU plan are actions that will be initiated only at the System level and other actions that require the support and participation of the schools that are part of this state-wide system. The following MnSCU actions have already been incorporated into SMSU planning documents. The SMSU goals that address some or all of the aspects of the action are referenced in the brackets.

- Increased efforts to ensure welcoming campus climates and higher rates of recruitment and retention for students, faculty, and staff of color [*Access and Opportunity, SMSU Goal One*];
- Improved Federal relations [*Access and Opportunity, SMSU Goals Five and Seven*];
- Improved services to students from pre-school through college by means of collaborative work with P-12 schools, the Department of Education, and other partners [*Quality Learning Programs, SMSU Goals One and Two*];
- Broaden effectiveness in teacher education programs to improve retention of teachers and address the changing demographic profile of the state's students [*Quality Learning Programs, SMSU Goals Two and Four*];
- Economic development/business-higher education partnerships [*Community Development and Economic Vitality, SMSU Goals Five and Seven*];
- Responsiveness to the state's most critical workforce needs and the enhancement of workforce effectiveness [*Community Development and Economic Vitality and Quality Learning Programs, SMSU Goals Three, Five, and Six*];
- Advocacy for adequate systemwide operating and capital budgets [*Advocacy, SMSU Goal Seven*];
- Advance the image/awareness of the Minnesota State Colleges and Universities and the value of contributions the system makes to the state of Minnesota [*Advocacy, SMSU Goal Four*];
- Progress toward implementation of the Allocation Framework [*Fully Integrate the System, SMSU Goals Six and Seven*];
- Build on the emerging strengths to further enhance transfer [*Fully Integrate the System*]; and
- Collaboration between/among the colleges and universities to improve the coordination, responsiveness, and quality of academic programs and services, and to optimize administrative and technological services [*Fully Integrate the System, SMSU Goal Seven*].

The above actions are restatements of prior goals of the Minnesota State Colleges and Universities System. In addition, MnSCU has identified four annual priorities that require special attention in the 2004 fiscal year.

The Chancellor expects and the Board of Trustees approves:

1. An expansion by college and university presidents of private (and other external) fundraising efforts and participation in a unified and coordinated pursuit of Federal funds.

SMSU participation

The new academic year will see the historic phase-in of our new university name. By changing the name to Southwest Minnesota State University, the school identity is more clearly aligned with the MnSCU system and is more easily marketed to students unfamiliar with us. The name change is part of a broader program of “impression management” that will be implemented by our new Vice President of Institutional Advancement. Under his leadership, the university will pursue an ambitious Capital Plan and other fund-raising and awareness-raising activities consistent with this new priority of the MnSCU system.

2. A more coordinated and increased access to courses, full degree programs, and student support services offered through emerging technologies.

SMSU participation

SMSU has always been a leader in this area and continues to develop new initiatives. For example, SMSU will start a new Executive MBA program, broadcast over ITV, in Mankato and Austin, Minnesota. Major portions of the prerequisites to this program will also be available online to allow the non-business undergrad to quickly catch up and focus on the core of required courses.

The last two actions are specific to the office of the Minnesota State Colleges and Universities System.

While they do not represent actions that can be initiated at the university level, SMSU provides resources to assist and support these initiatives.

3. An examination and clarification of the system's organizational structure aimed at improving the efficiency and effectiveness of programs and services³ [*Fully Integrate the System*]; and
4. Establishment of a system leadership development program to identify and train future institutional and system leaders [*Fully Integrate the System, Access and Opportunity, and Quality Learning Programs*].

Approved by the MnSCU Board of Trustees, 06-18-03

MINNESOTA STATE COLLEGES AND UNIVERSITIES ANNUAL WORK PLAN ACTIONS FOR 2003-2004

The annual work plan is based on *Designing the Future*, the Minnesota State Colleges and Universities System's long-range strategic plan. Changing environmental conditions¹ impact planning priorities. The leadership of the Minnesota State Colleges and Universities recognize that individual colleges and universities, along with Office of the Chancellor divisions, have the responsibility to maintain progress from previous work plans on existing system-level and functional area initiatives.

Based on the need to continue progress achieved in the first two work plans, the Chancellor affirms that the colleges and universities will continue to address:

- Increased efforts to ensure welcoming campus climates and higher rates of recruitment and retention for students, faculty, and staff of color² [*Access and Opportunity*];
- Improved Federal relations [*Access and Opportunity*];
- Improved services to students from pre-school through college by means of collaborative work with P-12 schools, the Department of Education, and other partners [*Quality Learning Programs*];
- Broaden effectiveness in teacher education programs to improve retention of teachers and address the changing demographic profile of the state's students [*Quality Learning Programs*];
- Economic development/business-higher education partnerships [*Community Development and Economic Vitality*];
- Responsiveness to the state's most critical workforce needs and the enhancement of workforce effectiveness [*Community Development and Economic Vitality* and *Quality Learning Programs*];
- Advocacy for adequate systemwide operating and capital budgets [*Advocacy*];
- Advance the image/awareness of the Minnesota State Colleges and Universities and the value of contributions the system makes to the state of Minnesota [*Advocacy*];
- Progress toward implementation of the Allocation Framework [*Fully Integrate the System*];
- Build on the emerging strengths to further enhance transfer [*Fully Integrate the System*]; and
- Collaboration between/among the colleges and universities to improve the coordination, responsiveness, and quality of academic programs and services, and to optimize administrative and technological services [*Fully Integrate the System*].

The Minnesota State Colleges and Universities System has identified *four annual priorities* that require special attention in the 2004 fiscal year. The Chancellor expects and the Board of Trustees approves:

1. An expansion by college and university presidents of private (and other external) fundraising efforts and participation in a unified and coordinated pursuit of Federal funds [*Access and Opportunity*];
2. A more coordinated and increased access to courses, full degree programs, and student support services offered through emerging technologies [*Access and Opportunity*, and *Quality Learning Programs*];
3. An examination and clarification of the system's organizational structure aimed at improving the efficiency and effectiveness of programs and services³ [*Fully Integrate the System*]; and
4. Establishment of a system leadership development program to identify and train future institutional and system leaders [*Fully Integrate the System*, *Access and Opportunity*, and *Quality Learning Programs*].

Presented to the Board of Trustees for Action, 06-18-03

¹ That is, competitive, demographic, economic, social, and technological conditions.

² The Chancellor, in consultation with the college and university presidents, will establish targets for the whole system and individual institutions by the October 2003 Board of Trustees meeting.

³ This process will include conclusions on decentralizing, regionalizing and/or centralizing well-defined functions between/among the colleges and universities and the Office of the Chancellor.