



## **STRATEGIC PLANNING GOALS SUMMARY STATEMENTS**

### **Southwest Minnesota State University will continue to be the higher education institution of first choice in southwest Minnesota.**

Southwest will offer high quality academic programs; improve the curriculum, strengthen communication, marketing, enrollment, and campus beautification; cultivate relationships with employers and emphasize more opportunities to regional junior high and senior high students.

### **Southwest Minnesota State University will create comprehensive learning for its students.**

Southwest will increase cross-cultural interactions, offer integrated academic, co-curricular experiences, and encourage faculty and staff to attend professional meetings and conferences thereby creating a broad education focus, developing a comprehensive First Year Experience, actively seeking participation from a diverse population.

### **Southwest Minnesota State University will develop students' talents to prepare them to be successful in life.**

Southwest will develop the systemic integration of student services, student life, activities, academics, and other aspects of university life; establish an integrated approach and assessment of the advising process, graduation requirements, internships, employment, and non-employment student outcomes.

### **Southwest Minnesota State University will establish a distinguished record as a student-centered higher education institution.**

Southwest will advance electronic communications between all members of the University community and stakeholders in the University. Southwest will develop an integrated system of co-curricular transcripts.

### **Southwest Minnesota State University will contribute significantly to the quality of life in southwestern Minnesota.**

Southwest will facilitate access of SMSU facilities by the regional community; work collaboratively to identify regional issues and solutions; actively seek financial resources to improve the region's quality of life; and serve as a center for economic and social research.

### **Southwest Minnesota State University will manage itself to ensure high quality standards.**

Southwest will focus on the Vision Statement and Core Values to provide resources for achievement of long-term goals. Coordinate the collection, analysis, and use of data to improve teaching, learning, and institutional effectiveness according to Higher Learning Commission guidelines. Southwest will continue to decrease its environmental footprint by reducing energy use and obtaining energy from renewable sources.

### **Southwest Minnesota State University will optimize its fiscal, human, and physical resources.**

Southwest will optimize enrollments, securing public and private resources and working external constituencies to ensure adequate levels of funding.

Southwest will hire qualified candidates with outstanding credentials, experience, and provide opportunities for training and professional development.

The facilities master plan and the University's mission to maximize the usefulness of its facilities will guide Southwest. The mission, vision statement and priorities with values of stewardship, accountability, and partnership will guide future planning with the community established by the Brown and Gold Task Force.