



# Strategic Planning

February 15, 2012

*Where you belong!*

# Strategic Planning

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



# Fall Semester Strategic Planning Day Identified Five Directions

1. Academic Development & Assessment
2. Enrollment Management
3. Enhancing Facilities and Equipment
4. Expanding Community Partnerships
5. Celebrate our Diversity





# 1. Academic Strategic Direction:

Review annually all academic programs and create new programs when justified that support the changing economic and social dynamics of the 21<sup>st</sup> Century.

Three themes within the material surfaced:

1. Quality/Sustainability
2. New Programs
3. Alternative Delivery Methods



# Academic Strategic Direction: Goals

- Goal 1 – Annually review all academic programs for viability and sustainability.
- Goal 2 – Annually identify and prioritize new academic and support programs which support the strategic direction and the region.
- Goal 3 – Expand the use of alternative delivery methods in existing programs and all new academic programs.



## 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.

Three themes within the material surfaced:

1. Need to grow enrollment
2. Need to improve retention of students
3. Need to improve campus student life activities



# Enrollment Management Strategic Direction: Goals

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 ensures all programs in the academic strategic direction 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 80%.
- Goal 3 – Establish and implement a plan to increase both on campus and off campus student life activities.



### 3. Facilities and Equipment Strategic Direction:

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

Five themes within the material surfaced:

1. Update the Campus Master Plan
2. Modernize the facilities appearance
3. Modernize the classroom furniture
4. Upgrade instructional and campus equipment
5. Identify major campus renovation/construction projects





# Facilities and Equipment Strategic Direction: Goals

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

- **Goal 1 - Update the Campus Master Plan**
- **Goal 2 - Create a facilities modernization plan with an annual minimum general fund investment of \$50,000.**
- **Goal 3 - Create a classroom modernization plan with an annual minimum general fund investment of \$50,000.**
- **Goal 4 - Create an instructional and campus wide equipment upgrade plan with an annual minimum general fund investment of \$200,000.**
- **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.**

**Three themes within the material surfaced:**

- 1. Reach out to communities within the region**
- 2. Bring members of these communities to campus**
- 3. Create projects in partnership with the communities within the region**



# Community Partnerships Strategic Direction: Goals

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

- Goal 1 - Provide annual presentations by members of the campus family 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 21<sup>st</sup> 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 accessible and diverse nature of the SMSU campus community and encourage the growth of all groups on campus.**

**Three themes within the material surfaced:**

- 1. Create relationships with regional and state wide groups**
- 2. Foster a campus climate that celebrates our diverse culture**
- 3. Maintain and expand existing activities and programs.**



# Diversity Strategic Direction: Goals

Build on existing strengths in creating an environment to celebrate the accessible and 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 historical and current perspectives in all academic and student service programs.
- Goal 3 - Maintain and expand existing activities and programs that draw internal and external groups to celebrate the richness of our diverse world.



# Next Steps:

1. **Break into groups and review document and objectives to goals --- Write up suggestions**
2. **Rewrite with suggestions**
3. **Present to Strategic Planning Committee**
4. **One last look by campus via Meet and Discuss and Meet and Confer**





Thank  
You!

*Where you belong!*