



Strategic Planning

Sept. 22, 2010

Where you belong!

Agenda

1. Overview of SMSU Strategic Planning

Provost Beth Weatherby

2. The Brown & Gold Strategic Priorities:

Key Accomplishments

President David Danahar



Agenda

(continued)

3. Staff session: Keeping SMSU Strong; Supporting University Priorities

Facilitated by Provost Weatherby

AND

Faculty session: Interdisciplinary Possibilities

Facilitated by Deans Brodersen and Campagna



Integrated Planning

- SMSU's mission and vision
- SMSU's 5-year strategic plan
(creating goals, tracking accomplishments)
- SMSU's 10 new student learning outcomes
(curricular, co-curricular planning and assessment of learning)
- MnSCU strategic directions
(SMSU annual work-plan and report)
- HLC accreditation: criteria for quality
(focus on learning outcomes assessment)



SMSU's Mission & Vision

Our Mission

- Southwest Minnesota State University prepares students to meet the complex challenges of this century as engaged citizens in their local and global communities. Our comprehensive degree programs, taught in the liberal arts tradition, are dedicated to connecting students' academic and practical professional development experiences in southwestern Minnesota to the wider world.

Our Vision

- Southwest Minnesota State University is a university of choice.



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MnSCU Strategic Directions

- **Direction 1:** Increase access and opportunity
- **Direction 2:** Promote and measure high-quality learning programs and services
- **Direction 3:** Provide programs and services integral to state and regional economic needs
- **Direction 4:** Innovate to meet current and future educational needs efficiently
- **Direction 5:** Make budget decisions that reflect priorities in the core mission and fiscal stewardship



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Office of the Chancellor's Response to SMSU's 2009-10 Report

- “effective system partner... with two-year institutions”
- “emphasis on data-based decision making is commendable”
- “In the area of student learning... progress has been significant... compliment you on the redesign of the Liberal Arts Curriculum...”
- “Campus enrollment is up... quality programs and facilities at the campus...”



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- “The online catalog for the university... will be a tremendous resource for new and returning students.”
- “SMSU enjoys the highest level of foundation-giving among the four-year institutions in Minnesota with a return on investment of \$9.35.”



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Integrated Planning

(continued)

- Coordination among:
 - *HLC Steering Committee*
 - *LAC Oversight Board*
 - *First Year Experience committee*
 - *Committee for Institutional Assessment*
 - *Physical Plant committee*
 - *Long Range Planning committee*
 - *Academic Affairs committee*
 - *Curriculum committee . . .*



Integrated Planning

Means working towards consciousness of university goals and student learning outcomes as all areas plan, weigh priorities, assess our effectiveness, make choices, and allocate resources.





BROWN AND GOLD

Strategic Priority #1

Define SMSU's signature programs in terms of universal "excellence" within the liberal arts tradition. Continue to develop and expand collaborative learning opportunities, study abroad programs, and international exchange programs. Create a broad educational focus on an overarching theme.



BROWN AND GOLD Strategic Priority #2

Establish an aggressive marketing campaign for the university. Improve and expand both physical and electronic efforts to make SMSU more attractive to potential students. Make the campus exterior more beautiful and inviting with additional landscaping and a visible campus entrance. Create a visual symbol for the university.



BROWN AND GOLD Strategic Priority #3

Actively seek participation from a diverse population of students, faculty, staff, and community members. Promote participation by all members of the SMSU community through physical and social inclusiveness, particularly for physically disabled and international students.



BROWN AND GOLD
Strategic Priority #4

Decrease SMSU's
environmental footprint by
reducing our energy use,
reducing our waste stream,
and obtaining energy from
renewable resources.



BROWN AND GOLD Strategic Priority #5

Develop, maintain, and advance electronic communications between all members of the University community and stakeholders in the University. This includes but is not limited to email, social networking, podcasting, and video sites.



BROWN AND GOLD Strategic Priority #6

Develop and implement a comprehensive First Year Experience program. This includes full integration of the First Year Experience into the University curriculum. Included in the First Year Experience program are Orientation, Learning Communities, and a required University Experience classroom course. All aspects of student services and student life should be included in the planning and participation of the First Year Experience.



BROWN AND GOLD Strategic Priority #7

Develop systemic integration of Student Services, Student Life, Activities, Academics, and other aspects of University life. This includes joint planning and implementation of all University projects and events. Projects with joint development, cooperation, and implementation should be given priority at the University.





Thank
You!

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