

Strategic Plan 2014-2018

Become a Premier Regional University that Transforms Lives

Goal #1: Utilizing strategic marketing and communication, *position UW-Parkside for 2020* by offering affordable, responsive, academic programs to meet the needs of an increasingly diverse student body.

Marketing

Tactic #1: Improve the website user experience for prospective students and community.

Tactic #2: Launch the *Real. Amazing.* marketing and communication campaign focused on attention, access and affordability, and on the move for diverse student markets utilizing a variety of mediums.

Tactic #3: Enhance relationships with K-12 partners.

Recruitment

Tactic #4: Implement the annual recruitment plan to guide outreach and admissions efforts including strategies to expand adult and international student enrollment.

Tactic #5: Refine visit program to address issues identified in the ADS survey and increase collaboration across campus.

Tactic #6: Develop strategies to enroll undergraduate and graduate special student populations.

Academic

Tactic #7: Expand the number of articulation agreements with 2 year college partners.

Tactic #8: Increase marketability of the overall academic program portfolio by college by assessing quality, demand, cost, and revenue of each program.

Tactic #9: Increase adult program opportunities through the implementation of an Associate of Arts degree, the development of accelerated programs and online program offerings, the expansion of Credit for Experiential Learning, and the development of new graduate programs.

Financial

Tactic #10: Leverage student financial aid to improve student success.

Tactic #11: Minimize student educational expenses through effective academic planning, curricular streamlining of academic programs, and academic advising.