



Draft Strategic Directions

Strategic Plan 2014-2018 Development

By

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BACKGROUND INFORMATION

In spring 2013 OIE (Office of Institutional Effectiveness) worked on preparation and design of the Strategic Plan 2014-2018 Development. In May 22, 2013 OIE held the Strategic Plan 2014-2018 Development kick-off campus-wide meeting. Participants created a practical vision of the institution's desired future, identified and analyzed obstacles and root causes that prevented realization of the practical vision, and created draft strategic themes.

In order to seek stakeholders input and feedback on the draft strategic themes, OIE planned a series of listening sessions during summer 2013. In fall 2013, OIE held # listening sessions with internal and external stakeholders groups. In addition, OIE administered a Qualtrics survey to collect further stakeholders' feedback.

OIE received feedback from its stakeholders, including students, faculty, staff and community members. OIE analyzed, synthesized, and evaluated stakeholders' responses to create the Listening Sessions Report. The report informed the Extended Chancellor's Cabinet in the development of the Draft Strategic Directions. This report will inform stakeholders on the first Draft of Strategic Directions developed by the Extended Chancellor's Cabinet and OIE.

DRAFT STRATEGIC DIRECTIONS

BECOME A PREMIER REGIONAL UNIVERSITY THAT TRANSFORMS LIVES

THEMES FROM LISTENING SESSIONS:

- Students
- Brand/Name
- Programs

THEMES ADDRESSED COULD INCLUDE:

- Student Success
- Achieve enrollment goals
- Achieve name/brand recognition
- High-quality, relevant degree programs
- Outstanding opportunities for students (internships, scholarships, etc.)
- Maintain commitment to inclusive excellence
- Offer excellent value

ACHIEVE SUSTAINABLE GROWTH

THEMES FROM LISTENING SESSIONS:

- Financial sustainability
- Enrollment sustainability
- Human resources sustainability
- Sustainability of natural resources
- Sustainability-related academic programs

THEMES ADDRESSED COULD INCLUDE:

- Enrollment sustainability
- Economic sustainability
- Leadership in sustainability programs
- Faculty and staff retention and morale

ADVANCE ECONOMIC GROWTH THROUGH COMMUNITY ENGAGEMENT AND PARTNERSHIPS

THEMES FROM LISTENING SESSIONS:

- Economic partnerships
- Community engagement
- Partnerships for student success
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THEMES ADDRESSED COULD INCLUDE:

- Business/university alliances
- School/university alliances
- Community projects
- Articulation agreements