



MSU Strategic and Action Plan: Goals and Strategies for 2014-2015 Academic Year



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Current Goals for 2014-2015

- Goal 1 – Increase Enrollment and Retention and Enhance the Student Experience
- Goal 2 – Strengthen Academic Quality and Reputation
- Goal 3 – Expand, Diversify, and Maximize University Resources
- Goal 4 – Recruit and Retain a Diverse, High-Quality Faculty and Staff
- Goal 5 – Increase the University’s Visibility and Enhance Outreach and Engagement with Constituents on a Local, Regional, and State Level

Goal 1: Increase Enrollment and Retention and Enhance the Student Experience

Strategy 1.1 Increase MSU's market penetration as an educational provider in areas beyond the Wichita Falls region with improved marketing and student recruitment activities.

Strategy 1.2 Identify and implement activities that foster mentoring, advising, and enhanced student interaction with faculty, staff, and alumni.

Strategy 1.3 Offer an athletics program that characterizes a commitment to student academic and athletic success, integrity, gender equity, and engagement with the community.

Strategy 1.4 Ensure students have access to up-to-date technological resources required for academic success.

Goal 2: Strengthen Academic Quality and Reputation

Strategy 2.1 Foster an academic culture that embraces a breadth of knowledge and ideas, as well as a multi-disciplinary perspective.

Strategy 2.2 Implement efforts to ensure students have adequate preparation for college-level work, and provide resources for the early remediation of weaknesses among entering students.

Strategy 2.3 Strengthen the university's capacity to provide high quality undergraduate and graduate education to ensure that students have the essential competencies to embark on or advance in chosen careers, work with others, and engage in lifelong learning.

Goal 3: Expand, Diversify and Optimize University Resources

- Strategy 3.1 Identify and implement programs and activities that will strengthen the long-term financial sustainability of MSU.
- Strategy 3.2 Pursue LEED certification, when possible, for new and renovated buildings.
- Strategy 3.3 Develop a culture that embraces creative approaches to cost reduction in university operations.

Goal 4: Recruit and Retain a Diverse High Quality Faculty and Staff

Strategy 4.1 Implement a reward and compensation system that is competitive for new and current faculty and staff members in the relevant labor markets, internally equitable, externally competitive, administered fairly, and promotes MSU's mission and goals.

Strategy 4.2 Encourage a positive campus culture that supports the health and well-being of faculty and staff.

Goal 5: Increase the University's Visibility and Enhance Outreach and Engagement with Constituents on a Local, Regional and State Level (1/2)

Strategy 5.1 Develop and fund a marketing and promotion plan, including public relations activities, to assist in the branding of the university and increase the university's visibility regionally, nationally and internationally.

Strategy 5.2 Expand the activities of the MSU Alumni Office and the MSU Alumni Association, and ensure that their activities are coordinated with all other marketing and promotion activities.

Strategy 5.3 Encourage leadership and participation in community events and activities.

Goal 5: Increase the University's Visibility and Enhance Outreach and Engagement with Constituents on a Local, Regional and State Level (2/2)

Strategy 5.4 Strengthen and focus non-credit continuing education activities to build links to alumni, professional groups, and other stakeholders and to showcase MSU as a resource for education and expertise

Strategy 5.5 Frame the identity of the Wichita Falls Museum of Art at Midwestern State University as the premier cultural institution in the region and important museum in the state identifying it as a center for the exhibition and study of art and as a resource for community activities.



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