

# Strategic Planning Themes

## University Goals and Objectives for 2010

### **A. To become a unique and eminent university by electrifying our campus environment**

1. Update Computing Technology

### **B. To select instructional or professional programs for distinction**

1. Meet Other Accreditation Standards
2. Participate Meaningfully in the American Democracy Project
3. Create New Faculty Positions
4. Upgrade Salaries for Faculty Positions
5. Upgrade Student Labor for Departments

### **C. To improve the environment that fosters research, scholarship and creative activity**

### **D. To develop and maintain environments that promote student learning and success**

1. AQIP/PA Goal: Improve undergraduate students' foundational skills
2. AQIP/PA Goal: Enhance physical wellness of students, faculty and staff
3. AQIP/PA Goal: Increase the quality and quantity of K-12 teachers
4. NSSE Goal: Improve Level of Academic Challenge
5. NSSE Goal: Improve Active and Collaborative Learning
6. NSSE Goal: Improve Student-Faculty Interaction
7. NSSE Goal: Improve Enriching Educational Experiences
8. NSSE Goal: Improve Undergraduate Student Writing
9. To Upgrade Academic Equipment that Supports Student Learning

### **E. To develop and maintain environments that enhance professional development of faculty and staff**

1. To Develop and Maintain Environments that Enhance Professional Development of Faculty
2. To Develop and Maintain Environments that Enhance Professional Development of Staff

### **F. To develop and implement a comprehensive, coordinated and university wide strategic effort that will enhance the university's image, marketing effectiveness and delivery of services to students and prioritized target audiences**

1. AQIP/PA Goal: Increase Access and Retention for Hispanic Students

**G. To continue the process of effective and efficient planning, resource allocation and evaluation in academic and service units**

1. Create New Staff Positions
2. Upgrade Salaries for Staff Positions
3. Upgrade Support Services Equipment

**H. To provide public service to the community, the region, and the state of Kansas**

**I. To develop facilities for a quality institution**

**J. To develop and implement a comprehensive set of projects, programs and activities which will internationalize the campus and the curriculum**

1. AQIP/PA Goal: Internationalize the campus and curriculum

**K. Implementation Duty to Dream Initiatives**

1. DE: Commitment to Growth
2. DE: Commitment to Lifelong Learning
3. DE: Commitment to Entrepreneurship
4. DE: Commitment to Intellectual Fusion
5. DE: Commitment to Social Relevance
6. DE: Commitment to Global Engagement
7. DE: Commitment to Learner Outcomes

Note

*AQIP/PA denotes a goal or objective declared through our participation in the Academic Quality Improvement Program and the Kansas Board of Regents Performance Agreements process. DE denotes a goal as a Design Element as articulated through the Duty to Dream Initiative. NSSE denotes strategic themes in the National Survey of Student Engagement.*

Premises, Assumptions and Explanations

Strategic Planning Themes A-K are not listed with regard to priority.

This approach allows for the inclusion of strategic management programming and alignment with the Regents, AQIP, etc., by allowing for the inclusion of goals, objectives and action plans requested by these other parties under each of the university's strategic planning themes.

The *themes* may be changed as the university's vision, brand or external directives from accreditation agencies, the Regents, the legislature and others become more or less relevant and helpful.

### Footnote Definitions:

1. “electrifying”—to merge the very best of high-tech with the best of high-touch and put into practice that outcome.
  2. “campus environment”—curricular and co-curricular services in support of graduate and undergraduate study offered at any campus or center.
  3. “effective”—the idea that effectiveness (the maximum utilization of resources) is achieved by doing the right things (high priority activities).
  4. “efficient”—the idea that efficiency (the utilization of minimum resources to achieve a particular objective) is accomplished by doing things right.
- “internationalize”—internationalization is defined as the process of integrating an international perspective into the Fort Hays State University learning environment. The components of internationalization include, but are not limited to, the following elements: (1) the perspective of the university’s leadership; (2) faculty and staff international involvement in activities with colleagues, research sites, and institutions