

Mapping eQuality: Fort Hays State University Strategic Planning Themes

- A. To become a unique and eminent university by electrifying our campus environment**
 - 1. *AQIP Goal: Reengineer the University Student Information System*

- B. To select instructional or professional programs for distinction**
 - 1. *PA Goal: Meet NCATE Standards*
 - 2. *PA Goal: Participate Meaningfully in the American Democracy Project*

- C. To improve the environment that fosters research, scholarship and creative activity**
 - 1. *AQIP Goal: Improve Environment that Fosters Research, Scholarship, and Creative Activity*

- D. To map and improve system processes in the Virtual College**
 - 1. *AQIP Goal: Mapping and Improving System Processes in the Virtual College*
 - 2. *PA Goal: Meeting Kansas Virtual Students' Needs*

- E. To develop and maintain environments that promote student learning and success**
 - 1. *PA Goal: Improving Student Engagement in the Educational Process*

- F. To develop and maintain environments that enhance professional development of faculty and staff**

- G. 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 Goal: Attract and Retain Qualified Students*
 - 2. *PA Goal: Increase Hispanic Participation in FHSU Degree Programs*

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

- I. To assume an active role in the economic development of western Kansas**

- J. To establish aggressive institutional advancement and development programs**

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

Notes

*AQIP Goal denotes a goal declared through our participation in the Academic Quality Improvement Program.
PA Goal denotes a goal approved through the Kansas Board of Regents Performance Agreements process.*

Premises, Assumptions and Explanations

Strategic Planning Themes 1-11 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.