

MVSU 2017-2022 STRATEGIC PLAN COMPONENTS

STRATEGIC GOAL 1: Enhance and Strengthen the University's Academic Programs

Priority 1:

Improve the quality and relevance of the University's academic programs

Actions

- Assess student learning and use the outcomes to improve academic programs
- Initiate program accreditation for all eligible programs within the next five years
- Identify a 5-7 person external advisory board for each academic program
- Perform regular, intensive program reviews at least once every five years
- Infuse entrepreneurialism and globalization throughout the curriculum
- Increase the use of data collected from graduates, employers, graduate and professional schools, and business and industry leaders to improve programs
- Expand and strengthen alternative program delivery modalities
- Evaluate and improve the University's general education program based on best practices, stakeholder input, and the unique needs of students from the Delta

Priority 2:

Increase enrollment through reevaluation and reconstruction of the institutional recruiting system

Actions

- Periodically reexamine and recalibrate the institutional marketing plan
- Feature and highlight institutional strengths in public forums, advertisements, and in the local media
- Develop a strategic recruiting plan based upon best practices
- Develop a comprehensive recruitment package with updated brochures and materials that highlight institutional strengths
- Ensure that 100% of academic departments have recruiting plans for all degree programs
- Establish recruitment teams that include combinations of recruiters, faculty, staff, administrators, and students
- Strengthen recruiting efforts at community colleges

Priority 3:

Increase student retention and graduation rates

Actions

- Enhance and strengthen the MVSU First Year Experience based on best practices
- Evaluate and improve academic support programs connected with retention efforts
- Establish a skills across the curriculum program
- Establish a residential college based on best practices
- Reinstitute the MVSU Honors College

Priority 4:

Enhance and strengthen the academic infrastructure

Actions

- Increase the number of full-time faculty with terminal degrees in their teaching discipline
- Increase professional development opportunities in regards to technology usage, pedagogy, and research
- Establish formal mentoring relationships between junior and senior faculty
- Enhance support for online courses and other distance education opportunities
- Develop fully online degree programs
- Establish formalized partnerships with research universities across Mississippi and the ArkLaMiss Delta

STRATEGIC GOAL 2: Create and Maintain a Modern, Progressive, Learner-Centered Environment

Priority 1:

Strengthen the support services provided to students

Actions

- Increase the number of computer labs on campus
- Develop comprehensive institutional accountability systems for all departments and divisions that work directly with students
- Enhance and strengthen the career and placement functions
- Fully automate all student services in an online environment
- Develop a student support program, informed by best practices, specific to the needs of non-traditional students
- Enhance professional development opportunities for student support staff
- Conduct regular listening sessions between students and administrators
- Increase the number of grants available to graduate students
- Establish procedures requiring all students in danger of going into academic probation as well as those on academic probation to participate in University College support programs
- Develop extensive safety protocols throughout campus housing and in academic buildings
- Leverage the Mass Transportation system to provide trips for students to educational facilities, cultural events, and for departmental field trips

Priority 2:

Ensure greater access to technology

Actions

- Ensure 100% wireless access in dormitories and academic buildings
- Increase access to online databases
- Ensure that syllabi, class offerings, and faculty bios are available online
- Develop a secure intranet system on campus
- Ensure that University Facebook, Twitter, and other social media accounts are used and maintained regularly
- Ensure that emergency, safety, and crisis management plans all integrate multiple technological elements to increase safety

STRATEGIC GOAL 3: Transform MVSU into an Innovative Learning Organization

Priority 1:

Strengthen the technological infrastructure of the campus

Actions

- Develop and implement a strategic information technology plan
- Establish a system for determining which software packages are needed across the institution
- Establish a technology committee charged with identifying software, hardware, and training needs
- Expand technology development opportunities for faculty, staff, and students
- Design an incentive program to ensure that all IT staff engage in continuous professional development
- Connect students from the Computer Science program with staff in Academic Computing to both increase manpower and provide opportunities for career planning

Priority 2:

Increase the prevalence and usage of information across the University

Actions

- Develop and utilize an information repository to ensure data-driven decision-making
- Create and distribute a peer institution list to all divisions and departments
- Provide professional development opportunities regarding data-driven decision making
- Enhance and expand the library-led learning sessions
- Establish an incentive system to encourage faculty and staff to pursue advanced degrees and continuing education

STRATEGIC GOAL 4: Position the University as a Catalyst for Revitalization in the Mississippi Delta

Priority 1:

Embrace the niche of service to the underserved and underprepared

Actions

- Increase the number and preparedness of elementary education graduates
- Increase the number and preparedness of special education graduates
- Reevaluate the early childhood education program and redesign based upon best practices
- Increase the Praxis II pass rate
- Identify loan forgiveness programs for graduating teachers within local schools
- Increase formal recruiting of local students starting in elementary school
- Increase teacher training activities and opportunities for continuing education credits throughout the Delta
- Develop a parenting academy for parents of school-aged children
- Expand non-credit bearing educational and life-enhancement opportunities

Priority 2:

Establish the reputation as a social change agent in the Mississippi Delta

Actions

- Establish a Delta think-tank with participation from educators, government officials, business leaders, community leaders, students, and citizens
- Develop, collaboratively, a Racial Reconciliation in the Mississippi Delta initiative
- Research, preserve, share, and celebrate the richness of the Mississippi Delta through the development of a research and cultural repository
- Conduct regular financial training seminars in collaboration with local companies
- Develop a minor and institute on entrepreneurialism in the Mississippi Delta
- Help transform Itta Bena into a true college town
- Work with foundations and educational institutions to create tangible change in regards to quality of life indicators in disadvantage communities across the Delta

Priority 3:

Introduce the outside world to students and residents of Delta

Actions

- Develop a regular dialogue series that engages participants in intellectual conversations about state, national, and international issues
- Increase travel opportunities for students within and outside of the state
- Enhance and expand the study abroad program
- Develop opportunities for students to engage in research studies in areas outside the state of Mississippi
- Invite performers from around the country and the world to offer shows at MVSU or in the community
- Expand the international festivities at the University
- Establish incentives to encourage faculty to introduce multiple cultures into their classrooms

Priority 4:

Provide direct support and intervention to address the health crisis in this region

Actions

- Offer health fairs on campus and in the community multiple times per year
- Establish a V-Fit program at Walmarts that provide healthy food and health related information
- Establish an institutional health and wellness program to include screenings, lifestyle education, and health related initiatives like the “Biggest Loser”
- Establish walking paths across the campus to encourage students, faculty, and staff to exercise
- Provide healthy food choices for students living on campus
- Develop a greenhouse to provide fresh fruits and vegetables to members of the community
- Establish a support system for students who are pregnant or who are already mothers
- Expand research in the Natural Sciences Department on issues of health and wellness
- Collaborate with businesses and non-profits focused on improving health outcomes in the Delta

STRATEGIC GOAL 5: Operate as the Public Square of the Mississippi Delta

Priority 1:

Engage in direct outreach to regional communities

Actions

- Convene regular town hall meetings and community listening sessions
- Connect with local governments and businesses to bring community events onto the campus
- Expand and redesign high school days based upon best practices
- Develop on-campus educational programming with the local K-12 institutions and pre-K facilities
- Increase the number of academic and recreational camps available to pre-primary, primary, and secondary students
- Offer campus sports facilities and performing arts facilities to the local communities
- Enhance and strengthen the MVSU Child Development Center, based on best practices, in order to turn it into a model and learning laboratory

Priority 2:

Usher the renaissance into the communities of the Mississippi Delta

Actions

- Establish and enhance formal connections between academic departments and high schools
- Expand opportunities for GED and ACT preparation in the Delta
- Establish a homework hotline and tutors on the road program
- Adopt local schools and community teams
- Partner with local businesses to establish greater internship opportunities for students
- Increase the number of employees serving on community committees throughout the region
- Develop a partnership with the Foundation of the Mid-South

STRATEGIC GOAL 6: Foster a culture of institutional pride

Priority 1:

Deliver a comprehensive, authentic collegiate experience to students

Actions

- Maintain a comprehensive Office of University Life and Leadership
- Increase the number of on-campus clubs (outside of standard Greek life) and activities to foster leadership, social, cultural, and economic development
- Expand operating hours of recreational facilities on campus to include nights and weekends
- Establish a shopping area on campus that caters to students
- Expand eating opportunities to include healthy restaurants
- Increase the APR rates for all sports
- Increase the number of scholarships available to student athletes
- Win or share at least 10 SWAC titles within the next five years
- Renovate the athletic facilities on campus to enhance the athlete and fan experience
- Reevaluate and ensure completion of facility renovations
- Enhance the landscaping by adding more greenery and designated gathering areas

Priority 2:

Enhance the public image of the University

Actions

- Develop a strategic public relations plan
- Partner with local municipalities to develop targeted promotional and marketing campaigns
- Leverage the media capabilities available through the University radio and television mediums
- Communicate the mission and vision statements as well as the core values in published and electronic mediums
- Increase the amount of volunteerism into local communities by MVSU employees and students

Priority 3:

Develop a climate of connectedness and collaboration

Actions

- Establish intra-division, intra-departmental, and intra-college workgroups
- Promote diversity across race, gender, religion, age, and sexual orientation
- Expand religious life programming
- Conduct regular listening sessions for faculty and staff
- Increase the number of team-building professional development opportunities
- Increase the amount of informal connection and interaction between senior administrators and faculty and staff
- Enhance and strengthen the University's formal recognition and reward system
- Increase alumni engagement
- Leverage support from the community

STRATEGIC GOAL 7: Strengthen the institutional infrastructure

Priority 1:

Enhance and strengthen institutional foundations

Actions

- Align all departments, programs, and support activities with best practices within their fields
- Reevaluate and recalibrate the institutional performance evaluation system
- Update and implement the institutional internal control plan
- Develop and implement a strategic facilities development plan
- Increase the amount of customer service training available to faculty and staff
- Enhance institutional support for development of faculty scholarship, teaching, and research skills
- Develop a comprehensive Employee Assistance Program (EAP), in line with best HR practices, to assist individuals with difficulties
- Establish an Ombuds Office to hear complaints and attempt to provide remediation to issues between the University and stakeholders

Priority 2:

Formalize collaborative efforts across the University

Actions

- Develop inter-division liaisons between student affairs and academic affairs, business and finance and academic affairs, and business and finance and student affairs
- Establish emergent interdepartmental committees to address campus issues
- Increase the percentage of institutional committees with student members

- Establish an Office of University Initiatives to operate as a strategic think tank charged with identifying best practices in colleges and universities and providing suggestions to the University community

Priority 3:

Develop and grow sustainable, external funding streams

Actions

- Establish education consortia and cost-sharing agreements with institutions throughout the state
- Increase alumni giving
- Increase faculty and staff giving
- Increase the number of corporate sponsorships and contracts
- Initiate a capital campaign with significant fundraising goals
- Establish trademarks for all institutional marks