

SOUTHEAST MISSOURI STATE UNIVERSITY
2008 STRATEGIC PLAN
MISSION STATEMENT, VISION STATEMENT
AND PRIORITIES

**As Revised May 2, 2008 by the Strategic Planning Steering Committee and
approved May 9, 2008 by the Board of Regents**

**Draft Objectives submitted by the Strategic Planning Steering Committee on
September 12, 2008**

MISSION STATEMENT

Southeast Missouri State University provides professional education grounded in the liberal arts and sciences and in practical experience.

The University, through teaching and scholarship, challenges students to extend their intellectual capacities, interests, and creative abilities; develop their talents; and acquire a lifelong enthusiasm for learning. Students benefit from a relevant, extensive, and thorough general education with a global perspective; professional and liberal arts and sciences curricula; co-curricular opportunities; and real-world experiences. By emphasizing student-centered and experiential learning, the University, in collaboration with other entities as appropriate, prepares individuals to participate responsibly in a diverse and technologically advanced world, and in this and other ways contributes to the development of the social, cultural, and economic life of the region, state, and nation.

STRATEGIC VISION

Becoming The University of First Choice

Southeast Missouri State University will be the university of first choice for students, faculty, staff, and employers in a geographical area that includes eastern Missouri and surrounding states. The University will be nationally recognized as a leader among all area higher education institutions in serving the agriculture, arts, business, education, health, human service, science, and technology needs of that region.

PRIORITY I: ACADEMICS and STUDENT EXPERIENCE

To be the university of first choice for a multi-state region centered in Cape Girardeau, Southeast must be nationally recognized for a high-quality undergraduate and graduate student experience that includes academic excellence, a strong liberal arts foundation, and a wealth of “real world” learning opportunities preparing students for professional careers or advanced graduate education. The University must provide to its students a supportive, student-centered environment that challenges them, treats them with dignity, and helps them to grow and succeed.

Draft Objectives:

Objective I:

Maintain or enhance the current quality of all academic programs, including achieving national accreditation for any unaccredited programs for which such national standards are available, enhancing opportunities for experiential learning, strengthening student transitions and retention programs, internationalizing the campus and the curriculum, and identifying undergraduate and graduate academic programs required to meet the needs of the multi-state service area.

Objective II:

Evaluate and improve the support of faculty research and creative activities to enhance the student experience and outreach to our multi-state region.

Objective III:

Enhance the educational experience of students by evaluating and improving student support services, advising, extra- and co-curricular activities, and campus life to improve the recruitment, retention, and graduation of students.

Objective IV:

Enrich the Southeast experience and increase pride among students, faculty, and staff by improving campus life (e.g., athletics, cultural activities, speaker series, Student Research Conference, etc.).

Objective V:

Update and implement the Strategic Enrollment Management Plan that establishes an optimum size, quality, and diversity of the student body.

PRIORITY II: PEOPLE

To be the university of first choice for a multi-state region centered in Cape Girardeau, Southeast must recognize and value the people who make it possible – its students, faculty, staff, benefactors, and the employers of its graduates. These individuals are essential, even more important than physical assets and financial resources.

Draft Objectives:

Objective I:

Improve the ability of the University to attract and retain highly qualified faculty and staff by offering competitive salaries, benefits, and professional development opportunities.

Objective II:

Develop succession plans for recruiting and retaining excellent and diverse faculty and staff due to an increased number of projected retirements.

Objective III:

Continue to cultivate meaningful relationships with potential benefactors and employers to expand economic development initiatives and advance the region's economic appeal and strength.

Objective IV:

Maintain structures for shared governance that value input from students, faculty, and staff.

PRIORITY III: COMMUNICATION

To be the university of first choice for a multi-state region centered in Cape Girardeau, Southeast must not only be an outstanding public comprehensive university, but also must be recognized as such by the general public. This message must be communicated internally, as well as regionally, nationally, and globally to the University's alumni, the employers of its graduates, prospective donors, government officials, and others.

Draft Objectives:

Objective I:

Define, develop, and market a unique Southeast brand based on the University's attributes, resources, mission, priorities and objectives.

Objective II:

Develop and implement an integrated marketing plan which improves both internal and external communication.

PRIORITY IV: FUNDING

To be the university of first choice for a multi-state region centered in Cape Girardeau, Southeast must partner with stakeholders to identify alternative funding sources to support its mission, to initiate innovative programs and services that meet the changing needs of students and the region, and to continue providing high-quality education at a reasonable cost.

Draft Objectives:

Objective I:

Maintain and/or enhance fiscal responsibility and the proper stewardship of the University's limited resources.

Objective II:

Enhance private fund-raising through strengthened focus, alignment, and planning among the Foundation and the University to include developing and building relationships with alumni, corporations, foundations and private donors.

Objective III:

Evaluate the need and rationale to establish differential fees to support high-cost and/or high-demand academic programs.

Objective IV:

Develop, enhance, and strengthen strategies to educate and inform local-, regional-, state-, and federal-elected officials about the financial needs of Southeast Missouri State University, with special emphasis on needed capital expenditures to maintain and enhance the quality of academic programs.

PRIORITY V: INFRASTRUCTURE

To be the university of first choice for a multi-state region centered in Cape Girardeau, Southeast must offer its students, faculty, and staff an aesthetically pleasing campus and access to state-of-the-art facilities and technology. The University must also promote safety and sustainability and lead the region's efforts to protect the environment and conserve natural resources.

Draft Objectives:

Objective I:

Update the Campus Master Plan (all six campuses) to include the need for and/or the use of physical facilities, land, landscaping, construction, maintenance, and capital improvements, taking into consideration energy efficiency and sustainability.

Objective II:

Update the University Information Technology Strategic Plan to incorporate new academic and non-academic technologies, applications, and programmatic needs.

Objective III:

Update the Technology Village Master Plan, addressing areas such as infrastructure, construction, and maintenance to support economic development and provide faculty and student applied-research opportunities.