



STRATEGIC PLANNING FORUM

Academic Auditorium

April 30, 2008

Strategic Plan Steering Committee

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 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.



The Strategic Vision



Becoming 'The University of First Choice'

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

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PRIORITY 1: 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 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. With that in mind, over the next five years, the University must:



PRIORITY II: HUMAN CAPITAL



To be the university of first choice for a multi-state region centered in Cape Girardeau, Southeast must recognize and value the contributions of the people who make it possible – its students, faculty, and staff. These individuals are essential, even more important than physical assets and financial resources. With that in mind, over the next five years, the University must:



PRIORITY III: STRATEGIC COMMUNICATION



To be the university of first choice for a multi-state region centered in Cape Girardeau, Southeast can no longer be a “hidden treasure.” It must not only be one of the outstanding public comprehensive universities in the nation, but also must be recognized as such by the general public throughout its primary service area and by alumni, the employers of its graduates, prospective donors, government officials, and others. With that in mind, over the next five years, the University must:



PRIORITY IV: FUNDING



To be the university of first choice for a multi-state region centered in Cape Girardeau, in the face of newly enacted legislative tuition caps and increasing reluctance by the state to provide necessary appropriations, Southeast must find ways to fund its operations at a level sufficient both to carry out its current mission, and to initiate innovative programs and services that meet the changing needs of students and the region. With that in mind, over the next five years the University must:



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 access to state-of-the-art facilities and technology which are competitive with any in the world while promoting sustainability and leading by example the region's efforts to protect the environment and conserve natural resources. With that in mind, over the next five years, the University must develop and implement detailed plans for:

Strategic Plan Steering Committee



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**SOUTHEAST MISSOURI STATE UNIVERSITY
2008 STRATEGIC PLAN**

**DRAFT OF OBJECTIVES/GOALS
UNDER 5 PRIORITIES**

PRIORITY I. ACADEMICS and STUDENT EXPERIENCE

1. 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, and strengthening the Student Transitions program
2. Maintain or enhance the quality of support services for students
3. Re-focus the mission of the University for the 21st Century, including:
 - a. Identify post-secondary non-baccalaureate, baccalaureate, and graduate academic programs required to meet needs of the State of Missouri, the multi-state region, the immediate Cape Girardeau area, and the areas served by the regional campuses; identify the academic and service needs of students; regularly review academic and non-academic programs for relevance to mission, needs of students, the region, and the state, and allocate resources appropriately
 - b. Identify optimum size and quality of student body
 - c. Define the role of graduate education at Southeast
 - d. Enrich the Southeast student experience by developing a truly competitive intercollegiate athletics program, thus enhancing pride in the institution by alumni, students, and employees, and maximizing the recognition such a program could bring to the University's overall reputation and "brand"
 - e. Develop more fully the cultural life of the campus and community and explore ways to take cultural activities from the Earl and Margie Holland School of Visual and Performing Arts to the region, and especially to the regional campus communities
 - f. Prepare students for a global economy and encourage global experiences

PRIORITY II. HUMAN CAPITAL

1. Develop and implement a plan to improve the quality of services to students, faculty, and staff throughout the campus
2. Develop and implement a plan to enhance student success, with a goal of increasing freshman to sophomore retention and four-year graduation rates
3. Embrace and enhance the diversity of faculty, staff, and students, with a goal of reflecting, in the ethnic composition of those three components, the diversity of the population of Missouri
4. Provide enhanced faculty and staff professional development opportunities
5. Develop and implement a plan for replacing retiring/departing leadership and faculty (succession planning), recruiting and retaining excellent faculty and staff
6. Work to advance the region's economic appeal and strength by continuing economic development initiatives, including but not limited to entrepreneurship development, an innovation center, and a Technology Village, thus enhancing quality of life and providing opportunities for Southeast graduates and others who might otherwise find it necessary to pursue livelihoods elsewhere.

PRIORITY III. STRATEGIC COMMUNICATION

1. Define what makes "the Southeast Experience" unique and "market" a unique "brand" based on the focused mission and the definition of "the Southeast Experience"
2. Create and implement with appropriate resources a strategic communication plan focused on improving communication with both internal and external constituencies

PRIORITY IV. FUNDING

1. Enhance private fund raising
2. Explore more broadly and enhance corporate and foundation relations
3. Seek additional federal government investments
4. Reallocate resources based on program review and regional demands
5. Balance affordability and access for students with the necessity of maintaining high-quality academic programs and student services and providing competitive salaries for faculty and staff

PRIORITY V. INFRASTRUCTURE

1. State-of-the-art educational and administrative technology
2. Enrollment management
3. Facilities use, construction and maintenance
4. Land usage (campus master plan)

Draft Strategic Planning Timeline



Brown Bag Lunch campus-wide forum held to discuss draft strategic plan, mission statement, vision statement, priorities, and goals

Athletics Task Force reports to Steering Committee

Board of Regents approves mission, vision, and strategic plan priorities

IT Task Force reports; additional task forces established

Strategic plan completed and approved by Board of Regents

Report of Community College Needs Assessment Group

Summer 2008

Unknown Date

May 2008

Board of Regents approves priorities, structure of strategic plan established

Fall 2008

Divisions develop goals for 2008-09 based on approved priorities

Report of AQIP committees (Internal Communication, First Choice) and planning groups (Strategic Enrollment Management, Integrated Marketing, Communications)

Steering committee identifies possible institutional objectives