

STRATEGIC ACTION PLAN

WORKING DOCUMENT: THEMES AND GOALS

ACADEMIC EXCELLENCE

1. Enhance accredited academic programs and quality degrees, resulting in successful student outcomes.
2. Increase flexible educational options for students.
3. Prepare students to meet employment demands and trends.
4. Promote faculty and staff excellence through professional development, research and creative activity.
5. Expand academic and community partnerships and engagement to enhance teaching, learning, research and creative opportunities.
6. Increase globally oriented and internationally connected activities.

EQUITY AND INCLUSIVE EXCELLENCE

1. Develop and enhance unit-level diversity and inclusive excellence plans.
2. Define and celebrate equity and inclusive excellence for the University and the communities it serves.
3. Attract, support and retain faculty and staff from racial, ethnic, and other diverse identities.
4. Increase recruitment of racial and ethnic underrepresented, first generation or low-income students.
5. Increase the cultural competency of faculty, staff, and students.
6. Develop equity-minded strategies to improve student achievement.

STUDENT SUCCESS

1. Achieve and sustain an 80 percent fall-to-fall retention rate for first-time, full-time undergraduate students.
2. Achieve and sustain a 60 percent six-year graduation rate for first-time, full-time undergraduate students.
3. Promote vibrant, engaging, and healthy student life experiences.
4. Increase research opportunities for undergraduate and graduate students, through faculty mentoring.
5. Improve communication with students using technology.
6. Increase visibility of intercollegiate athletics, the visual and performing arts, and other student experiences as vital to the university student, community and alumni experience.

STRATEGIC ENROLLMENT MANAGEMENT

1. Reinforce the University's brand identity to differentiate Southeast in new student recruitment and marketing efforts.
2. Enrollment goals will be evaluated in summer/fall 2021 for inclusion in the plan.

FINANCIAL SUSTAINABILITY

1. Align budget with strategic priorities.
2. Increase financial resilience.
3. Produce new net revenues.
4. Invest in the University's human, technological and physical infrastructures.