

GOAL 1 ENHANCE OUR DISTINCTIVE LEARNING EXPERIENCE TO RECRUIT AND RETAIN A DIVERSITY OF STUDENTS FROM THE REGION AND BEYOND.

CoSM 12/20/02

ABSTRACT: Strengthen the focus on students' success and their future beyond the University; recruit and nurture distinguished faculty who integrate teaching, research and service; develop more student-centered faculty and staff; market the University by capitalizing on our distinctive strengths in programs, faculty, staff and facilities; and, strengthen existing and develop new programs to meet existing and emerging needs.

Objective A: Expand marketing and recruitment efforts in the region and beyond, including out of state.			
Strategy	Outcome Measure	Timeframe	Champion
Develop and assess novel recruitment materials and strategies	Increased recruitment	3 years	College Office
Develop and assess communication materials and strategies	Increased marketing	3 years	College Office
Develop targeted academic programs	Increased recruitment	3 years	Academic Units
Objective B: Diversify and enrich curriculum and make it more accessible, responsive, and flexible.			
Strategy	Outcome Measure	Timeframe	Champion
Develop flexible programming (summer, evening, intersession)	Increased recruitment of nontraditional students	2 years	Academic units and College Office
Improve curricula	Increased quality of programs	2 years	Academic units and College Office
Objective C: Recruit and retain a nationally/regionally recognized diverse, student-centered faculty and staff.			
Strategy	Outcome Measure	Timeframe	Champion
Establish a culture where faculty diversity is valued	Increased percentage of women and minority faculty	3 years	Dean
Develop more competitive start-up packages	Increased recruitment of first-choice hires	2 year2	Dean
Objective D: Enhance the academic success of students by creating a student-centered environment, improving upon current facilities, programs, co-curricular activities and technology.			
Strategy	Outcome Measure	Timeframe	Champion
Rehabilitation of instructional and research space	Enhanced facilities	5 years	Dean
Enhance co-curricular student activities	Increased retention	3 years	Units
Improve communication with and advisement of students	Increased retention and success	2 years	Units and College Office

GOAL 2 EXPAND OUR PARTNERSHIPS THROUGH EXTERNAL FUNDING AND COLLABORATIVE SCHOLARSHIP BOTH REGIONALLY AND GLOBALLY

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ABSTRACT: In order for WSU to increase the quality and quantity of research/scholarship, it will require partnership among a community of scholars, where the community can be defined as regional, federal, state, business, global. The desired outcome will be enhanced national, and international visibility of WSU including increased extramural support.

Objective A: Enhance and expand facilities and infrastructure for research, scholarship and learning through increased extramural and intramural support.			
Strategy	Outcome Measure	Timeframe	Champion
Rehabilitate research space and infrastructure	State-of-the-art facilities	5 years	Dean
Increase funded and submitted grants	Increased extramural support	1 year	Units/faculty with College Office
Increase development activities	Increased development funds	2 years	College Office
Objective B: Grow collaborative scholarship and centers of excellence.			
Strategy	Outcome Measure	Timeframe	Champion
Develop "core" research facilities	Increased use of multi-user equipment	3 years	Dean and units
Develop centers in targeted areas	Increased center funding	4 years	Dean and units
Grow funded collaboration, especially with WPAFB and State consortia	Increased percentage of faculty involved in collaboration	2 years	Dean and faculty
Objective C: Increase investment in human capital responsible for collaborative scholarship and extramural support through appropriate incentives, recruitment, retention and professional development.			
Strategy	Outcome Measure	Timeframe	Champion
Develop mentoring for all faculty	Increased faculty success	2 years	Dean and units
Reward faculty productivity	Increased faculty satisfaction	2 years	Dean and units
Increase opportunities for faculty travel and retraining	Increased faculty skills	2 years	Dean and units

GOAL 3 EXTEND OUR ENGAGEMENT WITH GOVERNMENT, BUSINESS AND NON-PROFITS TO FOCUS ON EMERGING AREAS OF NEED.

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ABSTRACT: WSU will commit itself to expanding existing relationships and developing partnerships that engage more of the total university in identifying and meeting existing and emerging needs. As a citizen of the community, WSU will lend its knowledge and expertise to enrich the region and by extension become a role model for other institutions beyond the region.

Objective A: Increase the opportunities for community engagement within the curriculum.			
Strategy	Outcome Measure	Timeframe	Champion
Increase use of college and program advisory boards	Increased number of advisory boards	1 year	Dean and units
Increase continuing education of regional professionals	Increased number of continuing education classes	2 years	Academic units
Centrally facilitate delivery of K-12 programs	Increased visibility in region, K-12	1 year	Dean and units
Develop academic programming involving regional businesses	Increased number of courses that interact with businesses	2 years	Dean and units
Objective B: Encourage and support increased participation of faculty, staff and students in community service and leadership.			
Strategy	Outcome Measure	Timeframe	Champion
Develop culture where service is valued	Increased faculty involvement	3 years	Dean and units
Increase visibility of WSU at national and regional levels	Increased number of faculty serving on prominent boards	2 years	Dean and faculty
Objective C: Enhance the quantity and quality of dialogue with our various communities (e.g., multi-disciplinary forums, think tanks, symposia, etc.).			
Strategy	Outcome Measure	Timeframe	Champion
Bring symposia, workshops, and speakers to WSU	Increased number of on-campus professional meetings	2 years	Dean and chairs
Increase communication with community & alumni	Increased dialogue with community	2 years	Dean and chairs
Involve community partners in planning and advisory boards	Increased number of community individuals serving on boards	2 years	Dean and chairs