

GOAL 1

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

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
1. Develop an undergraduate recruitment apparatus to attract out of state/region students. Activities to include programmatic contact with guidance counselors; college fair and high school visits; email and telecounseling contacts with prospects; awarding specified scholarships; purchasing names; reviewing admission policies; etc. Two phases: 1. Identify regional target areas including Chicago, Indianapolis, Ft. Wayne, Louisville. 2. Identify other target areas.	Number of students who apply and matriculate; number who visit web; number of guidance counselors who visit web site.	Begin Fall 2003 Begin Fall 2004	Davis, Staff
Hire and train 2 additional staff to conduct out of state recruitment activities. ** (**See objective D)		Begin immediately.	
2. Enhance web based activities and initiatives; enhance counselor programs and activities; and expand on campus programs for all prospects.			
3. Develop out of state, achievement based, automatic scholarship program. 4. Enhance “Talent Scholarship” program in each college targeting out of state students. 5. Expand and broaden the scope of the WSU Continuing Enrollment Loan Program.	Number of out of state students who matriculate.	For Fall 2004	Darr, Staff
6. Remove restrictions on the number of scholarships available to out of state student athletes and partner with admissions to schedule contests in targeted areas of country	Increased out of state athletes.	For Fall 2004	Cusack, Staff
7. Engage in specific recruitment activities targeting students with disabilities including: utilizing alumni; attending college/high school fairs; enhancing web site; etc..	Increased enrollment	For Fall 2004	Vernooy, Staff
8. Develop job/career guarantees and aggressively market them to prospective students and families.	Increased enrollment	For Fall 2004	Krueger, Staff

Objective B:

Diversify and enrich curriculum and make it more accessible, responsive, and flexible.

Objective C:

Recruit and retain a nationally/regionally recognized diverse, student-centered faculty and staff.

<u>Strategy</u>	<u>Outcome Measure</u>	<u>Timeframe</u>	<u>Champion</u>
1. Assure that salaries of valuable staff are in upper 50% of appropriate state/national benchmark salary ranges.	More effective recruitment/retention	2004	All

Objective D:

Enhance the academic success of students by creating a student-centered environment, improving upon current facilities, programs, co-curricular activities and technology.

<u>Strategy</u>	<u>Outcome Measure</u>	<u>Timeframe</u>	<u>Champion</u>
1. In admission process, connect students at an early stage through enhanced technology (<i>integrated system will help</i>).	Increased applications and matriculating students.	Fall 2004	Davis, Staff
2. Hire and develop cross-trained staff (with Fin.Aid) to provide seamless service to students and families.**			
3. Enhance facilities of Admissions Office to better accommodate families and display university qualities (e.g. presentation room)			
4. Expand Financial Aid website and related services available to students and families (<i>integrated system will help</i>).	Increased matriculating students and increased numbers utilizing financial aid opportunities.	Fall 2004	Darr, Staff
5. Hire and develop cross-trained staff (with Admiss.) to provide seamless service to students and families.**			
6. Construct Athletic Pavilion; expand and enhance the technology of the student athlete resource center.	More effective recruitment; enhanced retention and graduation rates.	Begin 2003	Cusack, Staff
7. Implement plans for wellness/recreation enhancements to the Student Union.	Enhanced recruitment, retention; increased usage and service and student satisfaction and involvement.	2003	All
8. Identify new student activity and gathering spaces in the Student Union and offer new programs, services and activities.		2003	Shepard, Deedrick, Staffs
9. Blend services of Student Union, Psychological Services, Health Services Recreation, and Health and Physical Education academic department into a comprehensive approach to student wellness.		2003	All
10. Expand community policing and expand staff of campus police.	Increased services, student satisfaction.	2004	Polk, Staff
11. Expand campus housing.	Increased enrollment, retention.	2004	All
12. Increase partnerships with academic units and Residence Services through programmatic housing, learning communities, etc.; explore other special group housing (e.g. Greeks).			Bertsos, Staff
13. Expand Career Services by increasing career development, placement and cooperative education services and programs; develop cutting edge technology in career exploration.	Increased student success and satisfaction	2003	Krueger, Staff

GOAL 2

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

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

<u>Strategy</u>	<u>Outcome Measure</u>	<u>Timeframe</u>	<u>Champion</u>
1.Develop partnerships with corporations to provide employment opportunities for students with disabilities.	Students placed in employment	Begin 2003	Vernooy, Staff

Objective B:

Grow collaborative scholarship and centers of excellence.

<u>Strategy</u>	<u>Outcome Measure</u>	<u>Timeframe</u>	<u>Champion</u>
1.Collaborate with academic units to create a center for disability education to increase educational effectiveness and campus and community awareness.	Graduation, retention rates; student success.	2004	Vernooy, Staff
2.Collaborate with academic units to develop ethics seminar for students who violate academic integrity standards	Student learning	2004	Dickstein, Staff

Objective C:

Increase investment in human capital responsible for collaborative scholarship and extramural support through appropriate incentives, recruitment, retention and professional development.

<u>Strategy</u>	<u>Outcome Measure</u>	<u>Timeframe</u>	<u>Champion</u>
1.Enhance athletic fundraising with specific personnel, resources, and activities focusing on women's programs.	New source of revenue	2003	Cusack, Staff

GOAL 3

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

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.

<u>Strategy</u>	<u>Outcome Measure</u>	<u>Timeframe</u>	<u>Champion</u>
1. Each program in athletics will develop a specific strategy to encourage community and alumni involvement in that program.	Increased involvement	Begin 2003	Cusack, Staff

Objective B:

Encourage and support increased participation of faculty, staff and students in community service and leadership.

<u>Strategy</u>	<u>Outcome Measure</u>	<u>Timeframe</u>	<u>Champion</u>
1. Expand summer conference opportunities for groups external to the university.	Increased conference activity and increased revenue.	Summer 2003	Bertos, Staff
2. Re-establish community service function in Student Life; formalize leadership development programs for campus community.	Greater involvement in community service and leadership training.	Fall 2004	Deedrick Shepard, Staffs
3. Structure a specialized component in student employment focusing on work at community service agencies.	Percentage of student employment at community agencies.	Fall 2004	Krueger, Staff

Objective C:

Enhance the quantity and quality of dialogue with our various communities (e.g., multi-disciplinary forums, think tanks, symposia, etc.).

<u>Strategy</u>	<u>Outcome Measure</u>	<u>Timeframe</u>	<u>Champion</u>
1. Develop a community advisory board assisting with cooperative education, student employment, placement, etc.	Greater input from community in career development activity.	Fall, 2004	Krueger, Staff
2. Organize various communities associated with public safety into an ongoing "think tank" to assist with maintaining order and safety.	More effective interaction with community; more effective response.	Fall, 2004	Polk, Staff