

GO FURTHER
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STRATEGIC PLAN **2030**

ENHANCING WRIGHT STATE UNIVERSITY'S ROLE
AS THE ECONOMIC DRIVER FOR THE REGION



WRIGHT STATE
UNIVERSITY

INTRODUCTION

As we launch our next five-year strategic plan, we do so from a position of remarkable progress and financial strength, reflecting how far we have come in just a short time. This progress is the result of our shared discipline, fiscal stewardship, and strategic action. We now stand at a pivotal moment—one that invites us to build on this momentum, sustain our strength, further elevate the quality of our programs and services, and enhance our role as the economic driver for the region.

This strategic plan charts a focused path forward, rooted in a continued commitment to our three R's: recruitment, retention, and relationships—which remain the foundation of our success.

We aim to attract a vibrant and diverse community of learners who are prepared to meet the challenges of an evolving world. We ensure every student who chooses Wright State University has the support, opportunity, and resources to achieve their academic, personal, and professional goals. And we amplify our collective impact, and create pathways for shared success with our regional partners.

At the heart of Wright State's continued success are our talented, committed faculty and staff. Their expertise and dedication to our students are essential in delivering an exceptional educational experience.

This plan outlines five strategic objectives designed to meet the needs of today while anticipating the demands of tomorrow.

MISSION STATEMENT

We empower all students to excel in their lives and chosen careers through integrated learning, research, innovation, and experience.

VISION STATEMENT

To be a diverse, inclusive university that positively transforms the educational, economic, and social fabric of the communities we serve.

OBJECTIVES

I

CREATE
TRANSFORMATIVE
EDUCATIONAL
EXPERIENCES

II

CULTIVATE STUDENT
SUCCESS THROUGH
DEVELOPMENT
OF CAMPUS
COMMUNITY

III

FORGE LASTING
COLLABORATIVE
RELATIONSHIPS
AND ENGAGE OUR
COMMUNITIES FOR
SHARED SUCCESS

IV

ADVANCE
KNOWLEDGE FOR
INDIVIDUALS AND
COMMUNITIES

V

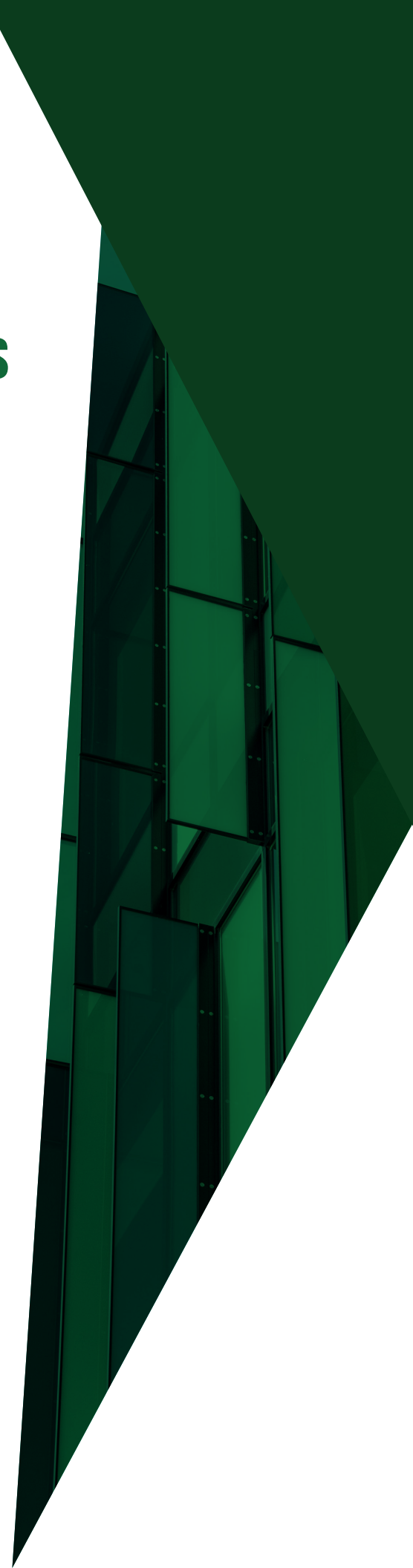
ACHIEVE
SUSTAINABILITY
WITH OPTIMIZED
STRATEGIC
RESOURCES



OBJECTIVE **I**

CREATE TRANSFORMATIVE EDUCATIONAL EXPERIENCES

Social mobility is a powerful driver of economic vitality and a critical force in addressing socioeconomic inequality. As a university deeply committed to advancing opportunity, we deliver high-impact, high-quality learning experiences—both in and beyond the classroom—for students of all backgrounds. Our programs are intentionally shaped by the rapidly evolving demands of today's workforce, ensuring that our graduates are not only career-ready but equipped to lead, innovate, and create meaningful change in their communities and beyond.



OBJECTIVE I

CREATE TRANSFORMATIVE EDUCATIONAL EXPERIENCES

STRATEGY 1 DELIVER INNOVATIVE AND IMPACTFUL ACADEMIC PROGRAMS

By staying closely aligned with emerging industry trends, technological advancements, and evolving workforce needs, we ensure our students are prepared to lead in a dynamic world. Guided by student-centered best practices, we will foster deep engagement, strong outcomes, and lifelong learning. Through continuous assessment and improvement of our curriculum, we will remain agile and responsive, empowering graduates with the skills, knowledge, and mindset needed to thrive in their lives and careers.

STRATEGY 1.2 ADVANCE CAREER READINESS AND WORKFORCE DEVELOPMENT

Preparing students for successful entry into the workforce is essential to their long-term success and our region's economic vitality. By helping students connect academic programs to meaningful career pathways, we empower them to make informed choices and pursue purposeful futures. We will integrate career-focused goals and outcomes across curricular, co-curricular, and extracurricular experiences. Through experiential learning opportunities, we will develop talent and confidence in our graduates and prepare them to thrive in today's dynamic workforce.

STRATEGY 1.3 EMPOWER STUDENTS THROUGH EXPERIENTIAL LEARNING

Experiential learning is a proven high-impact practice that enhances engagement, deepens understanding, and improves student retention. Making these opportunities accessible to all students aligns with our commitment to equity and access, ensuring that every learner can benefit from real-world application of their education. By embedding experiential learning into curricular pathways, we not only support academic growth but also help students connect their learning to future career goals. This approach also fosters meaningful collaboration with industry partners, enriching our programs and preparing our graduates to meet the demands of an evolving workforce.

OBJECTIVE II

CULTIVATE STUDENT SUCCESS THROUGH DEVELOPMENT OF CAMPUS COMMUNITY

A strong, supportive campus community and student-centered services are essential to both individual achievement and long-term impact. By addressing academic, financial, and personal needs, we enhance students' return on investment and promote upward social mobility. By investing in the development of our faculty and staff, we foster a collaborative, engaged environment where students are supported and empowered. Recognizing that a student's first-year experience shapes their academic performance, social development, and overall college success, we are committed to building a campus culture that nurtures belonging, resilience, and sustained achievement from day one.



OBJECTIVE II

CULTIVATE STUDENT SUCCESS THROUGH DEVELOPMENT OF CAMPUS COMMUNITY

STRATEGY 2.1 EXPAND STUDENT ACCESS TO SCHOLARSHIPS, GRANTS, AND OTHER FINANCIAL SUPPORT.

Affordability is a critical factor in both the decision to pursue higher education and the choice of institution. As a leader in advancing social mobility, we are committed to increasing the availability and effective use of financial aid and support services, ensuring more students can access life-changing educational opportunities. By providing clear guidance and user-friendly tools, we empower students and families to navigate financial aid processes with confidence—removing barriers and opening the door to academic success, economic opportunity, and brighter futures.

STRATEGY 2.2 CREATE A MEANINGFUL FIRST-YEAR EXPERIENCE

The transition into college is a pivotal moment that shapes a student's entire academic journey. A strong start sets the foundation for success by helping students navigate new expectations, build confidence, and connect with both academic and social communities. By fostering a sense of belonging, we enhance the overall college experience and create an environment where students feel supported, engaged, and motivated. This intentional focus on the first

year significantly improves retention, boosts degree completion, and ensures every student has the opportunity to succeed from their very first day on campus.

STRATEGY 2.3 INVEST IN STUDENT, FACULTY, AND STAFF DEVELOPMENT AND WELL-BEING

A thriving campus community begins with the people who shape it. Comprehensive, student-centered support systems that prioritize mental, emotional, and physical well-being empower students to succeed both academically and professionally. At the same time, recruiting, developing, and retaining exceptional faculty and staff fosters a dynamic learning environment where students are not only well-educated, but also well-supported and inspired. By nurturing the growth and wellness of every member of our community, we create a culture of care, resilience, and excellence that drives individual achievement and institutional success.



OBJECTIVE

FORGE LASTING COLLABORATIVE RELATIONSHIPS AND ENGAGE OUR COMMUNITIES FOR SHARED SUCCESS

Strong partnerships drive shared success and meaningful impact. By working closely with the regional businesses, industries, and community organizations, we align our curriculum with evolving workforce needs, building direct pathways from education to career and preparing graduates who are ready to lead and innovate. These partnerships fuel research and innovation, bringing academic expertise and real-world challenges together to create solutions that benefit society. Most importantly, they deepen our ties to the community, reinforcing our role as a catalyst for economic growth, opportunity, and positive change.



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TOWER

OBJECTIVE

FORGE LASTING COLLABORATIVE RELATIONSHIPS AND ENGAGE OUR COMMUNITIES FOR SHARED SUCCESS

STRATEGY 3.1 FOSTER RELATIONSHIPS WITH DEFENSE, ENGINEERING, AND TECHNOLOGY PARTNERS.

Our proximity to Wright-Patterson Air Force Base and leading industry organizations uniquely positions Wright State to serve as a vital hub for innovation, talent development, and collaboration. By building meaningful, sustained partnerships, we align our educational and research efforts with real-world needs, driving technological advancement and preparing a highly skilled workforce equipped to meet current and future industry demands. These strategic relationships enhance student learning through hands-on experiences, inform our curriculum with cutting-edge insights, and strengthen our role as a driver of regional economic growth and national competitiveness.

STRATEGY 3.2 SHAPE HEALTHCARE PARTNERSHIPS TO MEET REGIONAL NEEDS.

Preparing a skilled and compassionate healthcare workforce is critical to the well-being of our communities. By providing high-quality experiential learning environments, we attract students to careers across all health disciplines and help retain them in the region to strengthen our healthcare and public health systems. Through close collaboration among academic, research, and clinical professionals, we create innovative

models of care that address urgent health challenges and improve outcomes. As a result of these partnerships, our graduates are not only well-trained but also deeply connected to the communities they will serve throughout their careers.

STRATEGY 3.3 CULTIVATE INTENTIONAL CONNECTIONS WITH P-12 EDUCATION PARTNERS.

Strong pathways from early education to higher education are essential in preparing students for college success. By collaborating with Raider Country schools, we help students become academically ready, confident, and inspired to pursue higher learning. These partnerships also allow us to support the development of future educators through hands-on, experiential learning opportunities that strengthen their preparation and commitment to the profession. Through this work, we contribute to regional educational excellence and create a lasting, positive impact on our region



OBJECTIVE **IV**

ADVANCE KNOWLEDGE FOR INDIVIDUALS AND COMMUNITIES

Research, entrepreneurship, and creative endeavors drive discovery, innovation, and societal progress. By fostering a vibrant environment where ideas are explored, tested, and brought to life, we encourage individuals to expand the boundaries of knowledge and create solutions to real-world challenges. Supporting these activities strengthens our role as a driver for economic growth, cultural enrichment, and community well-being. Advancing research and creative work not only benefits our students and faculty by deepening learning and inspiring innovation, but it also ensures our broader communities prosper in an increasingly dynamic and interconnected world.



OBJECTIVE **IV**

ADVANCE KNOWLEDGE FOR INDIVIDUALS AND COMMUNITIES

STRATEGY 4.1 ADVANCE HIGH-IMPACT RESEARCH.

Excellence in faculty research elevates our university's national and regional profile while bringing the latest developments directly into our classrooms. Engaging students in faculty-led research strengthens their disciplinary skills, deepens their knowledge, and serves as a proven high-impact practice that increases persistence, achievement, and career readiness. As a university committed to innovation and community impact, we act as a key driver of research that addresses the critical needs and priorities of our region, state, and nation—fostering discovery that transforms lives and the communities we serve.

STRATEGY 4.2 FUEL ENTREPRENEURSHIP THROUGH EDUCATION AND COLLABORATION.

By fostering an entrepreneurial mindset, we empower students, faculty, and community partners to turn ideas, discoveries, and inventions into applied solutions that impact the economic, health, and cultural landscape. Through mentorship, networking, and real-world support, we help students build essential skills for success beyond the classroom. Emphasizing entrepreneurship attracts investors and partners and creates lasting opportunities for students to launch businesses, drive innovation, and contribute meaningfully to society's progress.

STRATEGY 4.3 INSPIRE CREATIVE ENDEAVORS THROUGH CONNECTION AND OPPORTUNITY.

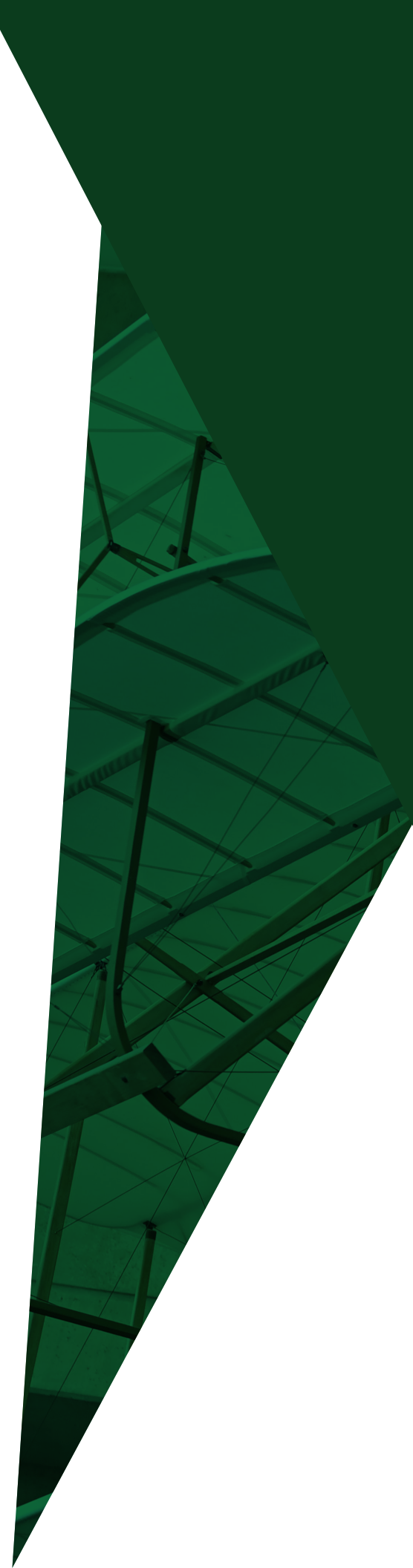
The fine arts and humanities are essential for cultivating critical thinking, emotional intelligence, and cultural awareness. These disciplines challenge students to explore wide-ranging perspectives and express complex ideas, fostering intellectual growth, innovation, and empathy. By encouraging cross-disciplinary interactions, we spark new developments and creative products that push the boundaries of traditional fields. Systematic opportunities for interdisciplinary engagement, paired with strong visibility and celebration of creative work, nurture a dynamic culture where bold ideas, meaningful collaboration, and transformative innovation are not only encouraged but flourish.



OBJECTIVE

ACHIEVE SUSTAINABILITY WITH OPTIMIZED STRATEGIC RESOURCES

Through data-informed decision making, we allocate our financial, physical, and human resources with greater efficiency and purpose. This intentional approach creates a framework that supports both institutional longevity and student accessibility, allowing us to deliver high-quality education, maintain affordable tuition, and respond effectively to the evolving needs of the region. Wright State's commitment to optimizing strategic resources secures the university's future and allows us to continue delivering lasting value to our region.



OBJECTIVE

ACHIEVE SUSTAINABILITY WITH OPTIMIZED STRATEGIC RESOURCES

STRATEGY 5.1 EXECUTE STRATEGIC RECRUITMENT AND ENROLLMENT.

Wright State University remains the region's premier institution for higher education. We attract students to a comprehensive portfolio of degree programs and provide an exceptional educational foundation that prepares them for today's in-demand jobs and tomorrow's leading careers. Building on this strength, the implementation of a robust strategic recruitment and enrollment management plan will enable us to continue to grow a vibrant, diverse community of learners. Together, these efforts reinforce Wright State's position as a trusted partner in workforce development, earning the confidence of students, families, and industry leaders across the region.

STRATEGY 5.2 OPERATE AS A FINANCIALLY SUSTAINABLE AND RESILIENT INSTITUTION.

Maintaining affordable tuition and fees is essential to providing access to higher education for all students. By optimizing our resources, we support this commitment while securing the university's long-term stability. Fiscal discipline safeguards our ability to deliver high-quality education to our students and support the workforce needs of the region. This commitment to responsible financial management is complemented by efficient and effective space utilization to maximize campus

resources that prioritize teaching, learning, research, and engagement while promoting responsible stewardship of university assets and ensuring sustainable growth.

STRATEGY 5.3 ESTABLISH A STRONG, CONSISTENT BRAND IDENTITY.

Clear and compelling branding is critical for recruiting and retaining students both within our Raider Country and in key markets beyond the state. A well-executed marketing and brand management plan enhances visibility and attracts valuable partnerships that create internship, employment, and workforce opportunities for our students. Strengthening our brand also deepens relationships with external stakeholders, positioning Wright State University as a trusted partner and leader in higher education. By building a resilient and recognizable identity, we are better prepared to withstand the external pressures and evolving challenges facing higher education.