

# Kent State Tuscarawas Strategy Map

## Mission

To discover, create, apply and share knowledge; foster ethical and humanitarian values; educate students to think critically; expand their intellectual horizons; prepare for responsible citizenship and productive careers

## Vision

*Change lives by --*

- Encouraging outstanding teaching and innovative learning
- Cultivating excellence in all we do
- Seeking greater access & affordability

*Expand dynamic leadership through --*

- Recognized scholarship & path-breaking research
- Increased levels of external support leading to new discoveries & economic development

*Partnerships with others in*

*pursuit of academic excellence*

*Faculty, staff, students, alumni and community supporters shall serve as collaborative partners in advancing KSU as a model for 21<sup>st</sup> century public higher education*

## Strategic Goals

### 1. Ensuring student success

- 1.1 Four pillars of a 21<sup>st</sup> century KSU graduate
- 1.2 Graduation Planning System (GPS)
- 1.3 Destination Kent State
- 1.4 The Kent Core
- 1.5 Expanded service learning, engagement in student life, and excellence in the ARTS
- 1.6 "Year of Yes" — enhancing responsiveness to student

### 2. Enhancing academic excellence & innovation

- 2.1 Strategic academic investments, beginning with public health
- 2.2 Academic plan development
- 2.3 Integrated eight-campus system
- 2.5 Increased quality & diversity of the student body
- 2.6 Creating new learning paradigms
- 2.7 Kent State Virtual (DL)
- 2.8 Implement major facilities improvement project to align quality of space with KSU aspirations
- 2.9 Research Library Change
- 2.10 Technology in Teaching

### 3. Expanding breakthrough research & creative endeavors

- 3.1 Strengthen & diversify the research & creative portfolio
- 3.2 Expand the sciences
- 3.3 Enhance economic development and quality of life locally, regionally, and statewide derived from KSU research and creative endeavors
- 3.4 Partner with government agencies, businesses, NGO's to achieve strategic results

### 4. Engaging with the world beyond our campuses

- 4.1 Establish strong community/regional partnerships
- 4.2 Inclusion of global opportunities in all initiatives
- 4.3 Build and enhance the Kent State brand regionally, statewide, and nationally
- 4.4 Further develop student & alumni relations
- 4.5 Increase presence of international students and scholars at KSU Tuscarawas
- 4.6 Increase Kent State student participation in study abroad
- 4.7 Seek/pursue federal, state, local initiatives
- 4.8 Market KSU Tusc. innovatively

### 5. Securing our financial future

- 5.1 Aggressively grow fundraising
- 5.2 Achieve strategic enrollment plan
- 5.3 Meet budget targets
- 5.4 Manage resources to deliver strategic priorities
- 5.5 Implement RCM
- 5.6 Improve core systems and processes
- 5.7 Create state-of-art business processes through IT innovations

### 6. Developing & recognizing our people

- 6.1 Develop leadership skills in wide range of faculty & staff
- 6.2 Recruit & retain high-quality faculty & staff
- 6.3 Develop a diversity plan with a focus on inclusive excellence
- 6.4 Align faculty & staff rewards with institutional priorities
- 6.5 Ensure effective communication & ownership of strategy & values at all levels

## Key Themes Projects, Tasks

## Progress Indicators: Metrics

- Student Research Opportunities
- Graduation Rates
- DKS with Four Pillars
- Kent Core w/ Faculty Engagement
- Service Learning
- Service/Procedures

- Educational Source, Training, Development in Public Health areas for the Community
- New Prog. Dev. Task Force plan, comm., and implement
- Utilize services, student involvement, student life
- Academic Scholarships, Safe Environment, Courses
- Pedagogical Tools, Innovative Teaching
- Maintain Facility Excellence
- Current Emerging Tech.

- Research/creative endeavor funding in all disciplines
- Total grants/proposals submitted
- Research funding vehicles
- Economic impact of job creation & start-ups
- Leverage current partnerships
- Collaboration at University, Community, Government levels

- Advisory/outreach activities
- Community events, service learning projects
- Results of socioeconomic impact study
- ID KSU Tuscarawas brand awareness
- Implement Alumni Assoc.
- Program/Financial opportunities for global experience/initiatives
- Increased recognition at the State & Federal level through earmarks & grant awards

- Total campaign giving, endowment
- Enrollment and Financial Security
- Stewardships of students
- Annual operating results including budget targets
- Deferred Maintenance
- Efficiency gains documented
- Reduction in duplicative processes
- Utilize Technology

- Leadership training, campus orientation for faculty/staff
- Workforce diversity
- Diversity Events, Activities held on campus
- Recognition for both faculty and staff
- Social Task Force