Achievement, Endeavor and Hope

The Murray State Plan

October 13, 2014
Murray State University Accolades
The Macro Environment of Higher Education

- Economic Forces
- Demographic Shifts
- Technology Advances
- Governmental Oversight & Accountability Measures
- Competitive Environment
The American Public University’s “Golden Triangle”

Affordability

Access

Quality
Murray State University Advantages

• Storied traditions and history
• Wide community support
• Student-centered
• Engaged public university
• Superior educational and co-curricular experiences
• Distinctive academic programming
• An energized work environment for faculty and staff
• Growing research initiatives and partnerships
Murray State University Challenges

- Decreasing traditional market size
- Decrease in freshman enrollment
- Increased number of students needing remedial courses (and more needing two or three)
- Flattening, and potential future declines, in graduation and retention rates
- Perceived value vis-à-vis competition
- Decrease in our share of “Top Students”
- Downward placement in our rankings and increased rankings of direct competitors
The major test of a modern American university is how wisely and how quickly it adjusts to important new possibilities.

Clark Kerr
Murray State University Strategic Planning Principles

- Data driven
- Thoughtful dialogue in an inclusive environment
- Specific and measurable outcomes
- Stretch and ambitious goal setting
- Constant review and annual planning
- Used to allocate resources and focus of attention
- Encourage, and reward, innovation and calculated risk taking
- Reinforce the spirit of the Murray State community
Strategic Vision

Murray State is the “University of Choice” for:

– Students;
– Faculty;
– Staff;
– Employers;
– Research Grants and Foundations; and
– Civic and Community Organizations.
Achieving
The University of Choice

At what are we the best?

What is our Ethos (Core Values)?

What is our Economic Engine?
Core Elements

• Student-centered approached
• A civically engaged public university
• Superior educational and co-curricular experiences
• Distinctive academic programming in an energized work environment for faculty and staff
• Applied research and partnerships targeting community issues and opportunities
• Experiential learning—“Bring Learning to Life”
Notable Changes

• Performance/outcome funding models
  – Tennessee, Mississippi, et al.

• Accountability metrics—State and Federal
  – Unfunded mandates

• Mobility of students

• Privatization of Higher Education
Strategic Questions

• What differentiates MSU from competitors?

• What is the perceived and real value of the differentiation?

• What are the economic costs/benefits of the differentiation?

• How do we ensure that this differentiation is maintained/sustained?

• What is our focus?
Strategic Initiatives

• Advancing a culture of **Academic Excellence**

• Promoting a dynamic and diverse university community committed to **Student Success**

• Advancing knowledge to benefit society by fostering **Research and Scholarly activities** of faculty and students.

• Improving the quality of life for our communities through **Engagement**
Four Strategic Initiatives Committees

• Develop Goals and Objectives for each theme

• Formulate measures associated with each objective

• Connect with Kentucky Council of Postsecondary Education benchmarks
Organizational Structure for Plan

Board of Regents

President

Executive Committee

External Boards
Stakeholders
Dean’s Council
Chair’s Council

CPE
Faculty Senate
Staff Congress
SGA

Academic Excellence
Student Success
Scholarship and Research
Community Engagement
Executive Committee

• Co-chairs: Tim Todd and Bob Jackson

• Leaders for the four strategic initiatives:
  
  Academic Excellence: Dina Byers  
  Student Success: Fred Dietz  
  Scholarship, Research and Creative Thought: Murphy Smith  
  Community Engagement: Brian Van Horn

• Other members: Jay Morgan, Jackie Dudley, Don Robertson, Jim Carter, Michael Dobbs, Rory Goggins, Laura Lohr, and Phil Schooley (note: Faculty Regent will be added once elected.)

• Staff/Liaison support: Renee Fister, Kelley Wezner, Catherine Sivills, and Mary Bradley.
Town Hall Meetings

- **Academic Excellence** – **Monday, November 3 at 2 pm in Mason Hall Auditorium**

- **Student Success** – **Wednesday, October 29 at 2 pm in Wrather Auditorium**

- **Scholarship, Research, and Creative Thought** – **Friday, October 24 at 3:30 pm in Business Bldg 404**

- **Community Engagement** – **Wednesday, November 5 at 2:30 pm in Business Bldg 104**
Communication

- Web Site: [http://murraystate.edu/strategic-initiatives-plan.aspx](http://murraystate.edu/strategic-initiatives-plan.aspx) (Going live by Friday, October 17, 2014)

Got ideas, questions, or thoughts? Contact:
- Renee Fister (kfister@murraystate.edu)
- Tim Todd (ttodd@murraystate.edu)
- Bob Jackson (rjackson@murraystate.edu)
- Committee Chairs (Dina Byers, Murphy Smith, Fred Dietz, and Brian Van Horn)

Participate in the upcoming meetings, call, and send suggestions via the website.
Achievement, Endeavor and Hope

The Murray State Plan