

Achievement, Endeavor, Hope: Murray State University Strategic Plan



Do not just count the days. Make each day count. - credited to Muhammed Ali

Updates

- Strategic Priorities
- Strategic Plan Refocus
- Targeted Strategic Plan Updates



Retention and Graduation Priorities



Measure	Current Outcome	Update
Six year Graduation Rate (SS 1.1)	FY15 – 49%	Student success trainings attended by faculty; academic policy audit to eliminate barriers to graduation
Recruiting in 18-county service region for freshmen (SS 1.3)	Fall 15 – 590	Update once numbers are finalized October 25.
Transfer students (SS 1.4)	FY15- 866 (excludes summer enrollment)	Summer 2016 New transfer orientation participation increased by 22% in a year; on-site application days for 9 area community colleges in KY and IL
Student Enrollment in Jefferson, Oldham and Fayette Counties (SS 1.5)	Fall 15 – 590	Update once numbers are finalized October 25.

Measure	Current Outcome	Update
Retention Rate of First-Time, Full-Time Freshmen (SS 1.6)	Fall 15 – 71.2%	As of August 16, 2016, 74.1%; Implemented a 5-phase recapture campaign in Spring 2016.
International Enrollment (SS 1.9 and SS 2.4)	Fall 15 – 775 or roughly 7% of total population. Fall 15- 256 ESL students	727 in Spring 2016 215 ESL in Spring 2016
Underrepresented Minority Graduation Rate (SS 1.11)	2009 cohort – 37%	Re-establish Multicultural Retention Advisory Committee; monitor progress of juniors and seniors in specific programs
STEM-H degrees (AE 1.8)	FY 14 – 749 FY 15- 825	As of August 17, 2016, Undergrad is 741 and Graduate is 295 or Total of 1036!!

Academic Rigor



Measure	Current Outcome	Update
Academic Credentials (SS 1.8)	Fall 15 – ACT 22.9; 40 GSP students, 18 GSA students, 40 CHA students, 45.4% of students in top 25% of their graduating class	Update once numbers are finalized October 25.
Academic Standards of the Tiered Enrollment System and Enhanced Advising (SS 4.5 and SS 4.6)	Fall 2016- 29% increase of admitted new freshmen and new transfers Tier 1 – 2196; Tier 2 – 892; Tier 3 – 1219; Tier 4 -770 (as of August 3, 2016)	Pathways to Success (P2S) will be assessed at end of fall and spring terms. Market advising services with help from Strategic Planning funds; resources on advising website; new advisor workshops.
Reduction of underprepared first-time freshmen students with increase of 6-year graduation rate (SS 4.2)	2008 cohort – 391 of 1450 took at least one developmental course; 6-year graduation rate is 36.6%.	P2S - enrolled 161 students with 3 credit Enhancing Student Success course, each has a P2S advisor and mentor. Tier 3 students also have one developmental course.
Number of undergraduate and graduate scholarly projects (RSCA 2.1)	Evaluated through enrichment activities through ORCA with baseline in FY16 as 1,581.	253 students for Summer 16 Examples: Biology had 17 students mentored by 11 faculty. Dr. Hinton (COB) mentored mass media research in London.

Academic Relevance



Measure	Current Outcome	Update
Academic Program SWOT Analysis (AE 1.7)	Rubric developed and programs continue to be evaluated. July 1, 2016 – four Bachelor’s programs deleted and one Master’s program.	Completed formal study of BCOB, HSOA, HFA, JCSET and will complete others annually.
Marketing Plan (recruit and retain students) (AE 2.3)	Plan with new tagline and overall message positioning with new recruitment materials, videos and earned media opportunities are in effect July 1, 2016.	Goals: Support Enrollment Initiatives, emphasize Academic Excellence, increase Earned Media Opportunities, Solidify branding identity, prepare for Centennial Campaign
Effective Tuition and Scholarship Model (AE 4.2)	Developed and endorsed by CPE and Murray State Board of Regents in Spring 2016	Preliminary data will be discussed at September Board Advance and Quarterly meeting.

Measure	Current Outcome	Update
Deferred Maintenance (AE 4.1)	\$1M included in budget	Continued support of \$1 Million to aid in considerable deferred maintenance efforts.
Private Funding (AE 4.3)	\$5.8 M as of June 30, 2016 – 47% increase over previous year - 14,629 gifts by 6,358 unique donors	University-wide goals with specific college/unit aspirations aligning with the Strategic Plan.
Comprehensive Compensation Plan (AE 3.3)	Inclusion in the FY 17 budget as \$80,000 to begin the evaluation development and compensation review process; RFP is expected to be done for 2-phase consulting project. (Exempt compensation study has been on hold pending this FLSA implementation.	Implementing new FLSA overtime and employee classification requirements.; Classification expected completion of December 1; First phase of consulting project expectation: assist with the design of a faculty evaluation process and a faculty compensation review.; Second phase similar but for all staff positions.

Career Connections



Measure	Current Outcome	Update
<p>Experiential Learning Opportunity (each undergraduate student) (SS 4.1)</p>	<p>Experiential Learning plan is being investigated and is led by Academic Affairs with collaboration amongst all areas.</p>	<p>Pre-enrollment for Experiential courses are 315 students, updates for scholarly work and study abroad later in fall.</p>
<p>Career Strategies – Placement, Graduate/Professional School Enrollment, Internships and other Opportunities (SS 4.3)</p>	<p>Plan for 6-month contact of recent graduates and development of internship placement data analytics</p>	<p>Software to allow students to self-report placements; current searches for director, internship coordinator</p>
<p>Community College Partnerships (increase educational attainment) (CE 1.1)</p>	<p>With increase in articulation agreements from 126 to 132, seamless transfer processes are improved. In 2015, the 18-county service region average for baccalaureate degrees or higher is 15.6% (increase of 5.4%).</p>	<p>New Joint Admission Program with Henderson CC; Henderson Director now has advising privileges for clear pathways to graduation; Free admission days for four regional community colleges in September and October</p>

Measure	Current Outcome	Update
Expansion of Economic Development (connected to academic opportunities) (CE 2.2)	Initial discussion of determining a useful database to support academic and economic development initiatives.	Developing data gathering process supported by TSM and graduate interns; seeking funding of \$20,000 in support of data center
Economic Impact Study (CE 3.1)	Data collection completed with a final report at Fall 2016 Board of Regents meeting.	Direct Spending Impact: \$203.8M Economic Impact: \$306.1 M Jobs created: 1,385 directly and 1,816 indirectly

Questions?

