

Strategic Priorities with Budget Emphasis

The Strategic Plan has provided an avenue of mindful discussion followed with productive action steps. With the collaborative commitment of the University, we will continue to move forward in achieving the transformational goals of providing the best education for our students while supporting faculty and staff who make a choice to make a difference at Murray State each and every day. As state budgetary priorities are developing, a focus of our work to rally around targeted concepts is proposed. Every measure developed through our collaborative process has a powerful impact on the whole. Recent University data has created critical information to direct our efforts. To effect change with the recent fiscal realities, particular themes/initiatives are denoted to create synergies with the Plan for effective work.

Retention and Graduation Priorities

- (SS 1.1) Increase the six-year graduation rate of the first-time, full-time freshman cohort to 50.8%. **Rena Duncan**
- (SS 1.3) Enhance recruiting efforts in the 18-county service region and increase the percentage of students enrolling by 20%. **Fred Dietz**
- (SS 1.4) Increase the number of transfer students from 1056. **Maria Rosa**
- (SS 1.5) Increase student enrollment from Jefferson, Fayette and other metro areas in the Commonwealth by 50%. **Fred Dietz**
- (SS 1.6) Increase first-year retention of the first-time, full-time freshman cohort from 72%. **Don Robertson**
- (SS 1.9 and SS 2.4) Maintain a minimum of 10% of total student population as international students. **Guangming Zou**
- (SS 1.11) Increase the graduation rate of under-represented minority students to 39.1%. **Mike Young**
- (AE 1.8) Increase STEM-H degrees awarded to 767. **Steve Cobb**

Academic Rigor

- Admission Standards
 - (SS 1.8) Increase in academic credentials of students (ACT increase from 22.6 to 23.4, percentage of students in top 25% of their classes to 50% level, increase in number of Governor's Scholar and CHA enrolled first-time freshmen) **Fred Dietz and Warren Edminster**
 - (SS 4.5 and 4.6) Implementation of academic standards of the Tiered enrollment system and enhancement of advising needs. **Fred Dietz**
 - (SS 4.2) Develop new student pathways for undergraduate student success to reduce underprepared first-time freshmen students by 10% and increase 6-year graduation rates of students in developmental courses by 25%. **Brian Van Horn**
- (RSCA 2.1) Increase by 20% the number of undergraduate and graduate student scholarly projects mentored by faculty. **Bob Pervine**

Academic Relevance

- (AE 1.7) Formal study of academic program strengths, weaknesses, opportunities and threats with connection to University mission. **Renae Duncan**
- (AE 2.3) Develop marketing plan to recruit and retain students while increasing the reputation of the University. **Adrienne King**
- (AE 4.2) Develop effective tuition model for students and University. **Fred Dietz**
- (AE 3.3) Conduct a comprehensive study of compensation plan. **Jackie Dudley**
- (AE 4.1) Provide deferred maintenance funding at minimum level of \$1 Million. **Jackie Dudley**
- (AE 4.3) Increase private funding by at least 5%. **Adrienne King**

Career Connections

- (SS 4.1) Every undergraduate will complete an internship, service learning component, study abroad, practicum or clinical experience, research experience, experiential learning opportunity or QEP Enrichment Rich activity. **Renae Duncan**
- (SS 4.3) Enhance career service strategies, including methods to monitor job placement, graduate/professional school enrollment and student internships. **Don Robertson**
- Economic Development
 - (CE 2.2) Develop a regional, centralized data center, expand economic development research, consulting initiatives, enhanced academic opportunities for students and local/regional agencies with partnerships with industry. **Tim Todd**
 - (CE 3.1) Conduct an economic impact study to determine University's regional impact. **Tim Todd**
 - (CE 1.1) Partner with community colleges to increase educational attainment in our 18-county service region. **Brian Van Horn**