

Murray State University Frequently Asked Questions Listening Sessions Spring 2018

Murray State University's Strategic Plan was originally approved in 2015, and was substantially revised prior to re-approval in 2018. What was the reason for this revision?

Many of the original Strategic Plan's objectives and outcomes were completed during or before 2017. To provide more targeted direction for the next few years, it was determined that the committees would revise and hone in on objectives and outcomes that focus on recruit, retain and graduate students while retaining excellent faculty and staff. Objectives and outcomes that were completed were removed from the Revised Strategic Plan after vetting and review from the Strategic Initiative Teams, Chairs and Executive Team.

Why do we use U.S. News and World Report's ranking as a metric within our Strategic Plan?

U.S. News and World Report rankings are often considered by parents and prospective students.

Are our goals involving the ACT score possible within our 18-county service region?

Yes. The average ACT score for first-time freshmen in our 18-county service region is currently at the goal.

Why were the enrollment initiatives taken out of this revision of the Strategic Plan?

Enrollment Management developed a comprehensive strategic plan for recruitment and retention of first time freshmen, transfer, international, and graduate students. Full plan is available on the Strategic Initiative Plan website, <http://www.murraystate.edu/strategic-initiatives-plan/>.

Why did some initiatives or strategies become Foundation Components? How will they be assessed?

These are measures that were deemed to be core and aspirational to all that we do at Murray State as we approach our 2022 centennial. They are priorities more than they are outcomes, and will not be assessed in the same manner as other measures.

Why is there such an emphasis on undergraduate students as opposed to graduate students?

Our graduate programs elevate our undergraduate programs and serve a critical need within our region. Because the State of Kentucky's Performance Funding model emphasizes undergraduate student progression, and because the mission of Murray State is primarily to serve the region with comprehensive undergraduate program, Murray State University's Strategic Plan articulates explicit goals for undergraduates.

How will each of the revised measures be assessed? Will there be a facilitator as there was before?

The measures will be assessed based on the previous trend data and the projected goal provided from analysis by the respective committee and/or facilitator. For the Revised Strategic Plan, discussions are continuing in the best way to assign the measures to particular facilitators, with the possibility of two persons fulfilling the role. One would be the provider of the data and the other would be responsible for directing the actions to achieve the goal.