

Murray State Strategic Priorities

2017 Status

University Vision

To build on our reputation as one of the best student-centered comprehensive universities in America

University Priority

Provide a High Quality Undergraduate Education with Integrated Graduate Programs



MURRAY STATE
UNIVERSITY

Opportunity afforded

Retention and Graduation Initiatives

Measure	Current Outcome	Year To Date	FY 2017 Goal
(SS 1.1) Increase six-year graduate rate	FY15 - 49%		
(SS 1.3) Increase 18-county recruitment	Fa15 - 590		
(SS 1.4) Increase transfer students	FY15 - 866 (no summer)		
(SS 1.5) Increase KY metro enrollment	Fa15 - 560		
(SS 1.6) Increase first-year retention rate	Fa15 - 71.8%		
(SS 1.9) Maintain international students ratio	Fa15 - 7%		
(SS 1.11) Increase minority graduation rate	2009 Cohort - 37%		
(AE 1.8) Increase Stem-H Degrees	FY14 - 749		

Academic Rigor

Measure	Current Outcome	Year To Date	FY 2017 Goal
(SS 1.8) Increase average ACT	FY15 - 22.9		
(SS 1.8) Increase students from top 25%	FY15 - 45.4%		
(SS 1.8) Increase number of Governor's Scholars / CHA	FY15 - 40/40		
(SS 4.5 / SS 4.6) Implement tiered enrollment system / advising	In Process		
(SS 4.2) Develop pathways to reduce unprepared freshman	In Process		
(SS 4.2) Increase grad rate of students needing developmental courses	2008 Cohort - 36.6%		
(RCA 2.1) Increase student scholarly projects	Base - 1,581		

Academic Relevance

Measure	Current Outcome	Year To Date	FY 2017 Goal
(AE 1.7) Formal SWOT analysis of academic programs	Rubric Developed		
(AE 2.3) Marketing plan to recruit and retain	Plan Developed		
(AE 4.2) Develop effective tuition model	Adopted		
(AE 3.3) Conduct comprehensive study of compensation	In Process		
(AE 4.1) Increase funding to deferred maintenance	\$1 million		\$1 million
(AE 4.3) Increase private funding	FY16 - \$5.8 million		

Career Connections

Measure	Current Outcome	Year To Date	FY 2017 Goal
(SS 4.1) Increase percentage of students completing experiential learning projects	Under Review		
(SS 4.3) Enhance career service strategies	In Process		
(CE 2.2) Develop regional economic data center	In Process		
(CE 3.1) Conduct economic impact study	In Process		
(CE 1.1) Partner with community colleges to increase educational attainment	FY15 - 15.6%		

MSU's Four Pillars:

Academic Excellence



Student Success



Research, Scholarship and Creative Activities



Engagement