

## St. Cloud State University Strategic Action Plan

**University Goal:** To become the best comprehensive state university in the Upper Midwest, recognized by our peers as a leader in our region

**Distinctive Characteristics:** We believe that St. Cloud State has four distinctive characteristics, or sets of knowledge, strengths and qualities, that we must focus on if we are to achieve our goal of becoming the best comprehensive state university in the Upper Midwest.

**Accessibility that leads to success:** St. Cloud State University will become distinctive by providing access to a high quality education with a commitment to individual student success.

1. Develop plan for on-line and distributed learning programs
2. Develop integrated student experience that provides support from application to post-graduation
3. Embrace and foster diversity
4. Instill a commitment to quality student service throughout the university

**Character that reflects our region:** St. Cloud State University will become distinctive by offering an array of programs that reflect the character of our region with a commitment to meeting the needs of our community.

1. Institutionalize our commitment to civic and community engagement
2. Develop and strengthen preK-16 partnerships
3. Expand Science, Technology, Engineering & Mathematics (STEM) initiatives
4. Develop and focus strength on building healthy communities

**Education that drives knowledge into action:** St. Cloud State University will become distinctive by preparing our students for success in work and life through integrated learning and the expert and innovative application of knowledge.

1. Provide a high quality, integrated learning experience for our students
2. Create and foster a community of scholars
3. Live into our global commitment

**A portfolio of distinctive programs:** St. Cloud State University will become distinctive by building on our prominent programs with the addition of new programs that hold the greatest promise of contributing to our future success.

1. Create a culture and environment for program investment and new program development
2. Expand graduate education opportunities that fit student and market demand
3. Build interdisciplinary programs and collaborations with clear research and service connection
4. Create a School of Health Sciences within the College of Science & Engineering
5. Increase the brand value of the G.R. Herberger College of Business
6. Develop an integrated vision for the Social Sciences
7. Develop an integrated vision for the creative and performing arts

8. Develop sustainability programs
9. Develop Strategic plan for SCSU Athletics

#### **Institutional capacity for excellence and innovation**

1. Recruit, develop, and retain a high-quality workforce
2. Develop planning, assessment and evaluation, and data infrastructures to support continuous improvement
3. Implement vision of the comprehensive technology plan
4. Create the space we need to house critical current and future programs
5. Develop ability to project enrollment and student demand and model staffing levels
6. Develop unit-based priorities for private support leading to a comprehensive fundraising campaign
7. Strengthen our approach to alumni relations
8. Enhance the reputation of our university through strategic communication efforts