



**MISSISSIPPI VALLEY STATE**  
UNIVERSITY™

## **MVSU 2012-2017 STRATEGIC PLAN**

### **STRATEGIC GOAL 1:**

***Enhance and Strengthen Academics in the University***

#### **PRIORITY 1:**

**Improve the quality and relevance of the University's academic programs**

##### **Actions**

- All programs eligible for national accreditation will initiate the process and be reviewed within the next five years
- All academic departments will identify a 5-7 person external advisory board to provide input into academic programming
- Each department will undergo a regular, intensive program review at least once every five years
- Entrepreneurialism and globalization will both be infused throughout the curriculum
- Increase the amount of data collected from graduates, employers, graduate and professional schools, and business and industry leaders
- Utilize data from national, standardized data sets like the BCSSE and NSSE to better evaluate student strengths and weaknesses
- Expand and strengthen alternative program delivery modalities

#### **PRIORITY 2:**

**Increase enrollment through reevaluation and reconstruction of the institutional recruiting system**

##### **Actions**

- Ensure that 100% of academic departments have recruiting plans for all degree programs
- Establish recruitment teams that include combinations of recruiters, faculty, staff, administrators, and students
- Develop a comprehensive recruitment package with updated brochures and materials that highlight institutional strengths
- Feature and highlight institutional strengths in public forums, advertisements, and in the local media
- Reexamine and recalibrate the institutional marketing plan
- Strengthen recruiting efforts at community colleges through expansion of the Men's College
- Develop a strategic recruiting plan based upon best practices

#### **PRIORITY 3:**

**Increase student retention and graduation rates**

##### **Actions**

- Evaluate and reconstruct academic support programs, especially those connected with retention efforts, as necessary, based on best practices
- Evaluate and reconstruct the University's general education program based on best practices, stakeholder input, and the unique needs of students from the Delta
- Enhance and strengthen the MVSU Honors College based on best practices
- Enhance and strengthen the MVSU First Year Experience based on best practices
- Enhance and strengthen University College
- Establish a residential college based on best practices
- Establish a skills across the curriculum program

**PRIORITY 4:**  
**Enhance and strengthen the academic infrastructure**

**Actions**

- Increase the number of full-time faculty with terminal degrees in their teaching discipline
- Increase professional development opportunities in regards to technology usage, pedagogy, and research
- Establish formal mentoring relationships between junior and senior faculty
- Enhance support for online courses and other distance education opportunities
- Develop a fully online degree program
- Establish formalized partnerships with research universities across Mississippi and the ArkLaMiss Delta

**STRATEGIC GOAL 2:**

***Create and Maintain a Modern, Progressive, Learner-Centered Environment***

**PRIORITY 1:**  
**Strengthen the support services provided to students**

**Actions**

- Develop comprehensive institutional accountability systems for all departments and divisions that work directly with students
- Enhance and strengthen the career and placement functions
- Fully automate all student services in an online environment
- Develop a student support program, informed by best practices, specific to the needs of non-traditional students
- Enhance professional development opportunities for student support staff
- Conduct regular listening sessions between students and administrators
- Increase the number of grants available to graduate students
- Establish procedures requiring all students in danger of going into academic probation as well as those on academic probation to participate in University College support programs
- Develop extensive safety protocols throughout campus housing and in academic buildings including the placement of AEDs and training of safety officers
- Leverage the Mass Transportation system to provide trips for students to educational facilities, cultural events, and for departmental field trips

**PRIORITY 2:**  
**Deliver a comprehensive, authentic collegiate experience to students**

**Actions**

- Reevaluate and ensure completion of facility renovations
- Enhance the landscaping by adding more greenery and designated gathering areas
- Increase the number of computer labs on campus
- Expand operating hours of recreational facilities on campus to include nights and weekends
- Establish a shopping area on campus that caters to students
- Expand eating opportunities to include healthy restaurants
- Increase the number of on-campus clubs (outside of standard Greek life) and activities to foster leadership, social, cultural, and economic development
- Establish a comprehensive Office of University Life and Leadership based upon best practices in the field of Higher Education
- Renovate, as possible, the athletic facilities on campus to enhance the athlete and fan experience
- Increase the APR rates for all sports
- Increase the number of scholarships available to student athletes
- Win or share at least 10 SWAC titles within the next five years

**PRIORITY 3:**

## **Ensure greater access to technology**

### **Actions**

- Ensure 100% wireless access in dormitories and academic buildings
- Increase access to online databases
- Ensure that syllabi, class offerings, and faculty bios are available online
- Develop a secure intranet system on campus
- Ensure that University Facebook and Twitter accounts are used and maintained regularly
- Ensure that emergency, safety, and crisis management plans all integrate multiple technological elements to increase safety

## **STRATEGIC GOAL 3:**

### ***Position the University as a Catalyst for Revitalization in the Mississippi Delta***

#### **PRIORITY 1:**

##### **Embrace the niche of service to the underserved and underprepared**

### **Actions**

- Increase the number and preparedness of elementary education graduates
- Increase the number and preparedness of special education graduates
- Reevaluate the early childhood education program and redesign based upon best practices
- Increase the Praxis II pass rate
- Establish loan forgiveness programs for graduating teachers within local schools
- Increase formal recruiting of local students starting in elementary school
- Increase teacher training activities and opportunities for continuing education credits throughout the Delta
- Develop a parenting academy for parents of school-aged children
- Expand non-credit bearing educational and life-enhancement opportunities throughout the region

#### **PRIORITY 2:**

##### **Enhance the public image of the University**

### **Actions**

- Evaluate and redesign the Office of Public Relations
- Develop a strategic public relations plan
- Partner with local municipalities to develop targeted promotional and marketing campaigns
- Leverage the media capabilities available through the University radio and television mediums
- Communicate the mission and vision statements as well as the core values in published and electronic mediums
- Increase the amount of volunteerism into local communities by MVSU employees and students

#### **PRIORITY 3:**

##### **Establish the reputation as a social change agent in the Mississippi Delta**

### **Actions**

- Establish a Delta think-tank with participation from educators, government officials, business leaders, community leaders, students, and citizens
- Develop, collaboratively, a Racial Reconciliation in the Mississippi Delta initiative
- Research, preserve, share, and celebrate the richness of the Mississippi Delta through the development of a research and cultural repository
- Conduct regular financial training seminars in collaboration with local companies
- Develop a minor and institute on entrepreneurialism in the Mississippi Delta
- Expand the THEEMEA efforts to ensure leadership preparation for local politicians
- Transform Itta Bena into a true college town

- Work with foundations and educational institutions to create tangible change in regards to quality of life indicators in Baptist town and other disadvantage communities and neighborhoods in Leflore County and across the Delta

**PRIORITY 4:**

**Introduce the outside world to students and residents of Delta**

**Actions**

- Develop a regular dialogue series that engages participants in intellectual conversations about state, national, and international issues
- Increase travel opportunities for students within and outside of the state
- Enhance and expand the study abroad program
- Departmental collaboration with colleagues across the country to develop opportunities for students to engage in research studies in areas outside the state of Mississippi
- Routinely invite performers from around the country and the world to offer shows at MVSU or in the community
- Expand the international festivities at the University
- Establish incentives to encourage faculty to introduce multiple cultures into their classrooms

**PRIORITY 5:**

**Provide direct support and intervention to address the health crisis in this region**

**Actions**

- Expand the Mini-Medical School outreach program to include an “on the road” element where local businesses, schools, and churches receive onsite visits
- Increase the number of health screenings and establish a participant database for health follow-up in collaboration with the local hospitals and clinics
- Increase funding from DHA to ensure the continuation of successful health intervention programming
- Establish a V-Fit program at the Walmarts across the Delta to provide healthy food and health related information in one section of the store
- Establish an institutional health and wellness program to include screenings, lifestyle education, and health related initiatives like the “Biggest Loser”
- Establish walking paths across the campus to encourage students, faculty, and staff to exercise
- Provide healthy food choices for students living on campus
- Develop a greenhouse responsible for providing fresh fruits and vegetables to members of the campus community and the city of Itta Bena
- Establish a support system for students who are pregnant or who are already mothers
- Expand research in the Natural Sciences Department on issues of health and wellness
- Offer health fairs on campus and in the community multiple times per year
- Collaborate with businesses and non-profits focused on improving health outcomes in the Delta

**STRATEGIC GOAL 4:**

***Strengthen the institutional infrastructure***

**PRIORITY 1:**

**Enhance and strengthen institutional foundations**

**Actions**

- Align all departments, programs, and support activities with best practices within their fields
- Reevaluate and recalibrate the institutional performance evaluation system
- Finalize an institutional internal control plan
- Develop and begin delivering upon a strategic facilities development plan
- Increase the amount of customer service training available to faculty and staff

- Enhance institutional support for development of faculty scholarship, teaching, and research skills
- Develop a comprehensive Employee Assistance Program (EAP), in line with best HR practices, to assist individuals with difficulties
- Establish an Ombuds Office to hear complaints and attempt to provide remediation to issues between the University and stakeholders

**PRIORITY 2:**

**Strengthen the technological infrastructure of the campus**

**Actions**

- Develop and begin delivering upon a strategic information technology plan
- Establish a system for determining which software packages are needed across the institution
- Establish a technology committee charged with identifying software, hardware, and training needs
- Expand technology development opportunities for faculty, staff, and students
- Design an incentive program to ensure that all IT staff engage in continuous professional development
- Connect students from the Computer Science program with staff in Academic Computing to both increase manpower and provide opportunities for career planning

**PRIORITY 3:**

**Develop and grow sustainable, external funding streams**

**Actions**

- Establish education consortia and cost-sharing agreements with institutions throughout the state
- Increase alumni giving
- Increase faculty and staff giving
- Increase the number of corporate sponsorships and contracts
- Initiate a capital campaign with the goal of raising \$35 million dollars
- Establish trademarks for all institutional marks

**STRATEGIC GOAL 5:**

***Operate as the Public Square of the Mississippi Delta***

**PRIORITY 1:**

**Engage in direct outreach to regional communities**

**Actions**

- Convene regular town hall meetings and community listening sessions
- Connect with local governments and businesses to bring community events onto the Itta Bena campus
- Expand and redesign high school days based upon best practices
- Develop educational programming with the local K-12 institutions and pre-K facilities to bring students to campus for purely academic endeavors
- Increase the number of academic and recreational camps available to pre-primary, primary, and secondary students
- Offer campus sports facilities to the local communities
- Offer performing arts facilities to the local communities
- Enhance and strengthen the MVSU childcare center, based on best practices, in order to turn it into a model and learning laboratory

**PRIORITY 2:**

**Usher the renaissance into the communities of the Mississippi Delta**

**Actions**

- Conduct community listening sessions, in collaboration with community leaders, throughout the Delta
- Establish and enhance formal connections between academic departments and high schools
- Expand opportunities for GED and ACT preparation and take into schools around the Delta
- Partner with the Community of All Ages and other community initiatives to create contagious commitment to change
- Establish a homework hotline and tutors on the road program (both staff ed by students as part of their community service)
- Adopt local schools and community teams
- Partner with local businesses to establish greater internship opportunities for students
- Increase the number of senior administrators, academic administrators, and directors serving on community committees throughout the region
- Develop a partnership with the Foundation of the Mid-South

### **STRATEGIC GOAL 6:**

#### ***Transform MVSU into an Innovative Learning Organization***

#### **PRIORITY 1:**

#### **Increase the prevalence and usage of information across the University**

##### **Actions**

- Develop and utilize an information repository to ensure data-driven decision-making
- Create and distribute a peer institution list to all divisions and departments
- Provide professional development opportunities regarding data-driven decision making
- Enhance and expand the library-led learning sessions
- Establish an incentive system to encourage faculty and staff to pursue advanced degrees and continuing education

#### **PRIORITY 2:**

#### **Develop a climate of connectedness and collaboration**

##### **Actions**

- Establish intra-division, intra-departmental, and intra-college workgroups
- Promote the importance of welcoming diversity across the campus and across race, gender, religion, age, and sexual orientation through delivery of a tolerance campaign that will include race and gender initiatives, establishment of a SafeZone, and activities that embrace religious and cultural differences
- Conduct regular listening sessions for faculty and staff
- Increase the number of team-building professional development opportunities
- Increase the amount of informal connection and interaction between senior administrators and faculty and staff
- Enhance and strengthen the University's formal recognition and reward system

#### **PRIORITY 3:**

#### **Formalize collaborative efforts across the University**

##### **Actions**

- Develop inter-division liaisons between student affairs and academic affairs, business and finance and academic affairs, and business and finance and student affairs
- Establish emergent interdepartmental committees to address campus issues and then disband upon delivery of a formal report with recommendations
- Increase the percentage of institutional committees with student members
- Establish an institutional curriculum review committee
- Establish an Office of University Initiatives to operate as a strategic think tank charged with identifying best practices in colleges and universities and providing suggestions to the University community