



ARKANSAS STATE UNIVERSITY
MID-SOUTH

Institutional Planning

Strategic Plan

2015-2018

The Institutional Planning Model

The primary purpose of strategic and operational planning is to ensure that the College is fulfilling and can continue to fulfill its mission and purposes.

STRATEGIC PLANNING

The strategic planning process establishes the major initiatives for the college for a three-year period. This institutional plan illustrates ASU Mid-South's strategic direction for 2015-2018. The Board of Trustees, community and business leaders, faculty, staff and students participate in a variety of evaluative processes throughout each planning cycle to reassess the college's purposes and strategic goals. External influences, internal strengths and challenges, projected resources, and changing community needs are considered. The Board of Trustees approves the strategic goals for each three-year cycle.

The strategic planning process includes the following elements:

- A review of the College's mission and purposes statements
- An analysis of internal and external forces affecting the college
- A review of the values that drive the decisions
- A review of the assessment findings
- A review of any external/consultant reports
- Development of major trends and assumptions that influence the college
- Identification of institutional strengths and challenges
- Establishment of mission-related goals for a three-year period

OPERATIONAL PLANNING

While strategic planning establishes the major directions for the college, operational planning establishes an annual set of objectives that will move the college toward achieving the institutional plan. These objectives are based upon the strategic goals as well as a review of accomplishments and assessment data compiled from various sources.

The operational planning process includes the following elements:

- Development of annual goal-related objectives
- Allocation of resources and responsibilities
- Periodic evaluation of progress
- Communication of findings

BUDGETING

The Chancellor presents the proposed budget to the Board of Trustees in late spring each year for its review and approval prior to submission to the Arkansas Department of Higher Education for approval. When final funding allocations are established for the next fiscal year by the Chancellor and the Board, the Vice Chancellors inform their staffs of any consequent revisions to the preliminary plan and budget. Then a final copy of the operational plan is circulated to all employees at the beginning of the next fiscal year.

EVALUATION OF RESULTS

Whereas strategic planning produces an operational blueprint, institutional effectiveness relies on an outcomes-based assessment of actual achievement each year.

At the end of each year, departmental planning objectives are reviewed to determine what objectives and supporting activities have or have not been accomplished. These data are communicated to employees and considered in the development of the operational plan for the following year.

Planning priorities are also reflected in the College's Productivity Plan, which measures institutional effectiveness in relation to key objectives defined by the planning process and the state performance funding measures or two-year colleges. Each year, the Board of Trustees designates a pool of money to reward institutional effectiveness. In June, the Productivity Performance Report Card measures the percentage of goals achieved, and productivity bonuses are awarded to full-time employees accordingly.

College Mission

Arkansas State University Mid-South is a public two-year institution of higher education with an open-door admission policy, serving Crittenden County, Arkansas, and the surrounding areas with a comprehensive educational program. The College is committed to economic development in the Arkansas Delta through the provision of high quality, affordable, and convenient learning opportunities and services consistent with identified student,-community, and regional needs.

To meet these needs, the College provides quality academic and support programs, personnel, technology, administrative services, and facilities necessary to respond in a timely and effective manner.

College Purposes

- To provide community college general education and technical curricula which prepare students for global awareness, an appreciation of diversity, employment and lifelong learning.
- To provide academic resources, technology, and learning support programming to foster student success.
- To provide extra-curricular activities that promote wellness, leadership development, good citizenship, and cultural growth.
- To foster economic development by providing a training and educational link between the College and business and industry that ensures a competent workforce.
- To provide local access to baccalaureate and graduate education through partnerships with universities and four-year colleges.
- To support cultural and community events.

Strategic Plan for 2015-2018

I. ASU Mid-South will expand access to learning by

- Identifying ways we can improve access for the complete spectrum of learners in our communities of interest.

Goal: Develop new programs that address student interests and economic growth.

Goal: Strengthen partnerships with local schools to increase dual enrollment of high school students.

Goal: Expand flexible delivery systems that address the time constraints of adult students.

- Recruiting, enrolling, and retaining increasing numbers of students.

II. ASU Mid-South will improve learning by

- engaging in continuous improvement of student, faculty, and staff learning.

Goal: Increase professional growth opportunities for faculty and staff in support of student learning and retention to goal achievement.

- regularly and systematically evaluating and improving our processes.

Goal: ASU Mid-South will compare favorably with its peers.

Goal: Continue to improve the teaching/learning process through assessing student learning.

- providing a comprehensive and responsive academic support system that recognizes students as central to the learning process.

Goal: Improve support services for under-prepared students.

Goal: Increase extracurricular options that enhance student academic success and engagement with the institution.

Goal: Expand and improve student use of tutorial services.

III. ASU Mid-South will support regional economic development by

- providing more flexible training/education programs to meet the needs of business and industry.

Goal: Develop/strengthen career pathways with emphasis on student preparation for STEM careers.

- supporting and expanding partnerships with educational, philanthropic, and government agencies and other higher education institutions to increase breadth and depth in business/industry training.

Goal: Pursue stronger communication with area business/industry regarding programs and services provided by the college.

IV. ASU Mid-South will manage its resources effectively by

- providing excellent human, physical, and fiscal resources that promote student learning.

Goal: Enhance use of technology to support student advising and counseling and to improve institutional efficiency.

Goal: Obtain and effectively manage external resources to enhance facilities and programs.

Goal: Increase ASU Mid-South Foundation resources

- promoting community on campus with an environment that encourages mutual respect and positive relationships.

Goal: Enhance morale, institutional loyalty, and positive relationships among employees.