

## **Arkansas State University Mid-South Strategic Plan for 2018-2021**

### **Strategic Priority 1: Accessible & Affordable Education**

**Goal:** Arkansas State University Mid-South will provide increased access to affordable educational programs to the communities it serves.

#### **Objectives**

1. We will focus recruitment efforts using creative and targeted marketing solutions.
2. We will use innovative and best practices to enhance learning opportunities.
3. We will expand our capacity to offer fully online programs and support services.

### **Strategic Priority 2: Success through Effectiveness**

**Goal:** Arkansas State University Mid-South will actively engage students and manage resources to ensure student success.

#### **Objectives**

1. We will improve advising and enrollment processes in order to increase student retention and completion.
2. We will promote diversity and a sense of community by offering a variety of campus activities and student organizations.
3. We will analyze data to support fiscal and programmatic decisions.
4. We will assess academic programs to facilitate timely completion with the desired skills.

### **Strategic Priority 3: Community and Workforce Development**

**Goal:** Arkansas State University Mid-South will seek new workforce partnerships and strengthen relationships with business, industry, and the community.

#### **Objectives:**

1. We will advance workforce development through increased regional employer engagement and partnerships.
2. We will serve the community through lifelong learning, civic engagement, and opportunities to enhance cultural and global awareness.
3. We will produce employable graduates with the knowledge and soft skills desired to support our service area's workforce needs.

### **Strategic Priority 4: Professional Growth and Employee Engagement**

**Goal:** Arkansas State University Mid-South will provide opportunities for leadership and professional development.

#### **Objectives**

1. We will encourage employee participation in institutional and community activities.
2. We will offer quality professional development to support a high level of performance by all employees.
3. We will retain employees by promoting a positive work culture with an emphasis on open communication and transparency.
4. We will recruit employees by strengthening targeted strategies to attract a diverse population reflective of the campus and community.