Strategic Planning Process

- Open forums
- Faculty/staff and student surveys
- Electronic forum for campus constituents
- Seven work groups with 112 participants
- Meetings with external groups (20)
- Electronic forum for external stakeholders
- Stakeholder Conference
- Board of Regents Retreat
- Committee Work

Sample Findings from Planning Forums

☑ NKU has become a first-choice institution.
☑ Sustaining our commitment to academic program excellence is a high priority among faculty, staff, students, and stakeholders.
☑ Students expect and want high standards and academic rigor.
☑ NKU has an innovative, responsive culture.
Sample Findings from Planning Forums

✓ The university strongly values its commitment to serving both traditional and post-traditional students.

✓ Undergraduate research and public engagement activities are vital experiences for NKU students.

✓ Students and area employers value the benefits of experiential learning.

✓ There is a critical need in the region for highly skilled graduates in the informatics and health care fields.

✓ We need to increase residential options.
Stakeholder Conference Themes

✓ Improve the quality of NKU
  ▪ Better retention and graduation rates
  ▪ High placement rates in jobs and grad/prof programs
  ▪ “NKU: The University of Innovation”

✓ More resources to support our students
  ▪ Significant donations & increase in the endowment
  ▪ Development of centers of excellence / trans-disciplinary programs / holistic approach to education
  ▪ Experiential learning /public engagement / corporate-sponsored research / service learning

✓ Be known nationally, serve locally
Executive Team and Deans Mini-Retreat

Mission, Vision and Core Values

August 9, 2013

Mission, Vision, and Core Values

✓ Mission - a statement that delineates, in concise language, why an institution exists and what its operations are intended to achieve.

✓ Vision - A clear description of what the institution intends to become within a certain timeframe.

✓ Core Values - Values are the characteristics we believe are important in how we do our work.
Mission Statement Recommendation

As a public comprehensive university located in a major metropolitan area, Northern Kentucky University delivers innovative, learner-centered education, applied research, and real-world experiences that empower students for fulfilling careers and meaningful lives, while contributing to the social and economic vitality of the region.
Suggested Vision Statement

2018 Vision

Northern Kentucky University is acclaimed by students, alumni, the region, and the state for:

✓ *Our success*...in producing outstanding graduates
✓ *Our contribution*...to regional progress and economic growth
✓ *Our delivery*...of distinctive academic programs
✓ *Our dedication*...to the development and wellbeing of our people
✓ *Our effectiveness*...in managing resources wisely and sustainably
Recommended Core Values

✓ Excellence
✓ Innovation
✓ Integrity
✓ Inclusiveness
✓ Collegiality
Executive Team and Deans Mini-Retreat

Goals and Objectives

August 9, 2013

The Strategic Plan provides the roadmap between the “current state” in 2013 and the “desired state” in 2018.
High-level Goals

✓ Student Success
✓ Talent Development
✓ Academic Innovation
✓ Community Engagement
✓ Institutional Excellence
Student Success

Provide a supportive, student-centered educational environment that promotes academic success, global awareness, and timely graduation.
Talent Development

Increase educational attainment levels of the region by serving more students, producing superior graduates, and promoting lifelong learning.
Academic Innovation

Advance academic programs that are innovative, distinctive, experiential, and trans-disciplinary.
Community Engagement

Engage with community partners to catalyze regional growth and vitality.
Institutional Excellence

Strengthen the capacity of the university to fulfill its mission and achieve its vision.
## Timeline – Next Steps

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>August 16, 2013</td>
<td>Fall Convocation</td>
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<tr>
<td>August 2013</td>
<td>Present draft to Faculty Senate, Staff Congress, Deans, Council of Chairs, &amp; SGA</td>
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<tr>
<td>September 1, 2013</td>
<td>Dissemination of draft strategic plan to campus</td>
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</table>
| September 2013     | • Meetings with Faculty Senate, Staff Congress, Deans, Chairs, & SGA for feedback on draft  
|                    | • Open Forum meetings (Sept 6, 18, 25, & 26)                          |
|                    | • Online forum available                                             |
| October 2013       | Prepare final draft                                                  |
| November 13, 2013  | Presentation for Board approval                                      |
| December 2013      | Prepare and print for public distribution                            |
| January 29, 2014   | Planning Collaboration Retreat                                      |

**Our Time. Our Plan. Our Future.**
Document Outline

✓ Letter from Board chair
✓ Mission, vision, values on one page
✓ History of university
✓ Narrative on NKU distinctive attributes
✓ Goals, objectives, strategies
✓ Discussion/explanation for execution of plan
✓ Acknowledgements
✓ Call-to-Action letter from President
Implementation Plans

University Strategic Plan 2013-18

University-wide Strategic Implementation Plans
- Enrollment Strategies
- Inclusive Excellence
- Technology Support
- Student Retention & Success
- Community Engagement
- Human & Organizational Development
- Financial Resources
- Public Relations
- Academic Master Plan
- Facilities & Sustainability

Division and College Plans

Unit Alignment Plans
