

Strategic Planning Update
January 10, 2017

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& ASSOCIATES



Process - Data Collection

- August 17, 2016 through October 7, 2016
- 326 people took the survey
- Collected feedback on
 - Mission
 - Vision
 - Values
 - Strategic Priorities



Process - Review and Refine

- November/December
 - Presented to CQI Group and Provost's Council
 - Further Refine Priorities, Action Steps, Metrics
- January
 - Present to Faculty Senate, Professional Staff Congress, and Support Staff Council
 - Refine as needed



Process – Approve and Align

- February
 - Finalize plan and present to board for approval
- Spring →
 - Colleges define action steps and related metrics



Mission

Vincennes University develops people and enhances communities through accessible, high-quality educational programs, strategic partnerships, and active engagement.



Vision

Vincennes University is a premier learning institution, widely recognized for leadership in innovation and delivery of successful educational experiences.

A broad range of program offerings and a commitment to superior service ensure the University's role as an important link in Indiana's economic and cultural vitality.

VU is a diverse community whose members all share responsibility for support the University mission and are respected for their contributions.



Values

1. Personal growth and academic excellence for our students, faculty and staff.
2. Collaborative relationships with our stakeholders and communities.
3. An environment that encourages open dialogue and cooperation.
4. Continuous improvement through data-informed planning and evaluation.
5. Cultural enrichment, diversity, and individual freedom.



Strategic Priorities

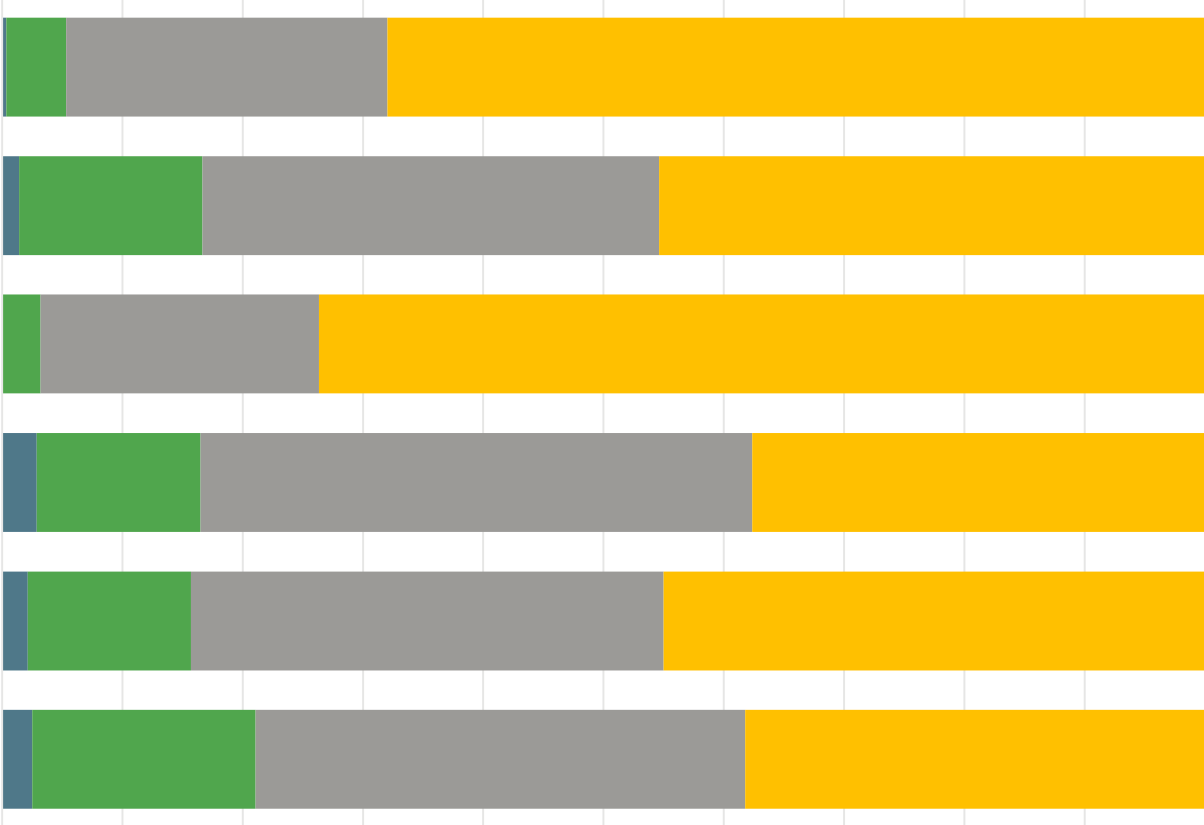
1. Enhance Enrollment and Recruitment Efforts
2. Emphasize Partnerships with Industry, K-12, and Higher Education
3. Improve Student Retention and Success
4. Cultivate Internal and External Resources
5. Identify and Investigate Opportunities to Establish new Programs and Enhance Existing Programs
6. Develop and Implement a Communication Strategy that Promotes and Reinforces VU's Role and Identity with Indiana and Elsewhere



Strategic Priorities

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

- Enhance Enrollment and Recruitment Efforts
- Emphasize Partnerships with Industry, K-12, and Higher Education
- Improve Student Retention and Success
- Build Internal and External Resources
- Identify and Investigate Opportunities to Establish New Programs and Enhance Existing Programs
- Develop and Implement a Communication Strategy that Promotes and Reinforces VU's Role and Identity...



■ Not Important ■ Somewhat Important ■ Important ■ Very Important

Action Planning

- Colleges and Departments will further specify Action Steps
- Questions to Consider
 - What are the gaps in the proposed action steps?
 - What does success look like?



Enhance Enrollment and Recruitment Efforts

- Increase Baccalaureate enrollment through establishing articulation with Community Colleges
- Enroll more students directly into Baccalaureate programs
- Increase enrollment in alternative delivery method programs
- Increase recruitment activities in non-Indiana high schools
- Grow program specific recruitment activities



Emphasize Partnerships with Industry, K-12, and Higher Education

- Expand work-based learning programs and opportunities
- Strengthen and enhance roles of advisory councils at all levels
- Grow number of students enrolled in 2+2 programs with guaranteed admission
- Leverage distance education in Business and Industry programs
- Develop events and activities that reinforce partnerships
 - “Partner of the Year” in K-12, Higher Ed, and Employer categories
 - Focus on early college, dual credit, and EXCEL
- Increase number of on-campus events to bring students, partners and families to campus



Improve Student Retention and Success

- Offer structured first-semester experience to enhance orientation of entering students (could include student mentoring)
- Continue refining student profile and TAPS early warning system; develop appropriate interventions and supports
- Redesign tutoring and related academic support programs to increase student access and utilization
- Increase and enhance “transfer back” partnerships with higher education peers
- Enhance and expand and Summer Bridge related programs
- Develop system-wide CRM to better track prospective, current and former students



Cultivate Internal and External Resources

- Enhance on-boarding of new faculty and staff
- Enhance current professional development and training programs
- Grow development capacity and increase fund-raising in partnership with VU Foundation
- Augment program review process to include periodic assessment of external factors
- Develop more sophisticated framework for identifying and pursuing grant opportunities
- Increase net revenue from auxiliary services



Identify and Investigate Opportunities to Establish New Programs and Enhance Existing Programs

- Strengthen and enhance roles of advisory councils at all levels
- Leverage relationships with higher education partners to establish first two years of potential new 2+2 programs
- Augment program review process to include periodic assessment of external factors
- Develop and put into practice clear processes for starting/ending programs based on workforce demands



Develop and Implement a Communication Strategy that Promotes and Reinforces VU's Role and Identity with Indiana and Elsewhere

- Develop and deploy new branding campaign
- Redesign and launch of website with increased capacity for creating and maintaining content
- Leverage alumni to promote VU and recruit students
- Develop marketing plan that expands current presences across Indiana and in neighboring states



Questions

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