

arkansas state university
BEEBE

strategic plan
2010-2014



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Beebe, Heber Springs, Searcy
Little Rock Air Force Base



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ARKANSAS STATE UNIVERSITY - BEEBE STRATEGIC PLAN 2010-2014

mission:

Transforming lives through quality learning experiences.

vision:

With 10,000 credit and 5,000 non-credit students, Arkansas State University – Beebe will become a comprehensive university of choice that enriches lives and equips students to become life-long learners capable of achieving excellence within an ever- changing global society.

core values:

While strengthening our practice of being student-centered, we will guide our internal conduct as well as our relationships with those we serve by applying the values of access, diversity and global awareness, integrity, and excellence.

Student-centered: We value a student-centered culture by focusing on the needs, abilities, interests and education of our students as our highest priority.

Access: We value access to educational opportunities by providing multiple locations and diverse programs and delivery methods.

Diversity and Global Awareness: We value diversity and global awareness by assisting our students and employees to increase their exposure to and understanding of our diverse local, state and global societies and their impact on cultural and economic well-being.

Integrity: We value integrity by having honesty and truthfulness in the consistency of our actions, methods, and principles.

Excellence: We value continuous improvement and strive for excellence by accomplishing our tasks with distinction.





*“Transforming lives through quality
learning experiences since 1927.”*

strategic goals & objectives



1. PROVIDE LEARNING EXPERIENCES DESIGNED TO SUPPORT THE DIVERSITY OF OUR STUDENTS' NEEDS AND ASPIRATIONS.

To meet the learning needs of those we serve, we will:

- 1.1 Determine the educational needs of our constituent communities.
- 1.2 Maintain the safety and security levels of our campuses by developing and implementing a comprehensive emergency and crisis management system.
- 1.3 Educate and train employees to understand their role in contributing to student learning and success.
- 1.4 Prepare and expand services and program offerings at Little Rock Air Force Base in anticipation of increased enrollment.
- 1.5 Train and encourage faculty to incorporate active learning methods in the classroom.
- 1.6 Increase provision of alternate educational delivery methods, including but not limited to, distance education.
- 1.7 Increase access to educational opportunities to enable all students to achieve their educational and life-long learning goals.

2. INCREASE ENROLLMENT, RETENTION RATES AND GRADUATION RATES

To facilitate an enrollment increase every year, which will require both an increase in the number of new students per year and an increase in the number of students retained until they complete their educational goals, we will implement the following objectives:

- 2.1 Redefine the role of the Enrollment Management Team and update the Enrollment Management Plan.
- 2.2 Develop and implement a comprehensive marketing/student recruitment plan including attempts to increase local, state, and global diversity.
- 2.3 Review the current offerings for new student orientation and recommend a comprehensive program that will increase the success of our students.
- 2.4 Review and update our financial aid procedures and processes.
- 2.5 Enhance the comprehensive basic skills (developmental education) program.
- 2.6 Develop and implement a plan with enrollment benchmarks to address needs as a result of enrollment growth, i.e., staff, supplies, facilities, equipment, etc.
- 2.7 Develop and implement an academic advising model that focuses on creating educational plans, tracking student progress, and developing student self-sufficiency.

strategic goals & objectives



3. ADVANCE THE ECONOMIC DEVELOPMENT EFFORTS OF OUR REGION

To advance the economic efforts of our region, we will implement the following objectives:

- 3.1 Be involved with local Chambers of Commerce and the State Chamber of Commerce and serve on and contribute to the success of their committees targeting local and regional economic development activities.
- 3.2 Participate in local Chambers of Commerce leadership efforts to develop county-wide economic development plans in accordance with the Governor's Summit on Education and Economic Development.
- 3.3 Identify and meet the education and training needs of the natural gas industry operating in the Fayetteville Shale Play Formation of Arkansas.
- 3.4 Pursue greater involvement with business and industry through Workforce Training Consortia.
- 3.5 Pursue opportunities in entrepreneurship training in order for students to have first-hand knowledge and experience in owning and operating a successful business.
- 3.6 Participate in any statewide or regional consortia efforts supporting economic and workforce development.
- 3.7 Participate with local Workforce Investment Boards (WIB) as well as obtain opportunities to serve on economic development committees.

4. DEVELOP AND MAINTAIN A CULTURE OF ASSESSMENT TO IMPROVE STUDENT SUCCESS

To build a culture of assessment and continuous improvement, we will:

- 4.1 Develop an Institutional Effectiveness Assessment Plan, including a Planning Model, which will evaluate functions of the university.
- 4.2 Implement, use, and maintain an assessment software package which will allow for easy access and tracking of assessment activities, including the results of changes made based on assessment data.
- 4.3 Provide education and training opportunities on assessment.
- 4.4 Continue to improve and update our Student Learning Outcomes Assessment Plan, which evaluates academic courses and programs, including the development of a schedule for evaluation.
- 4.5 Develop a method to keep the university up-to-date on the Higher Learning Commission self-study process and activities, as well as other accreditation activities.
- 4.6 Develop and implement a recognition program for exemplary programs that support improving student learning and success.

strategic goals & objectives



5. RECRUIT AND RETAIN OUTSTANDING UNIVERSITY EMPLOYEES

To ensure the university will have well qualified faculty and staff, ASU-Beebe will implement the following objectives:

- 5.1 Implement comprehensive professional development program to prepare employees for advancement opportunities.
- 5.2 Develop and implement strategies to recruit and retain minority faculty, staff and administrators.
- 5.3 Implement strategies to employ existing faculty and staff as efficiently as possible and to increase full-time positions as necessary to support university growth.
- 5.4 Develop university intranet to improve communication among employees and campuses.
- 5.5 Implement strategies to provide competitive salaries and benefits at all employee levels.
- 5.6 Enhance faculty and staff morale by expanding employee recognition programs.

6. DEVELOP AND MANAGE OUR FUNDING RESOURCES

To provide affordable educational opportunities to students, we will implement the following objectives:

- 6.1 Allocate resources based on priorities identified through the Strategic Plan.
- 6.2 Submit grant proposals for external funding to governmental and private sources.
- 6.3 Increase fundraising activities through an organized campaign to attract more private donations, gifts and endowments.
- 6.4 Strengthen governmental liaison efforts with state and federal legislators for more effective communication of specific funding needs.



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