**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 (IDEAS)**

Integrity

Diversity and Global Awareness

Excellence

Access

Student-Centered

**MISSION COMPONENTS**

**MC1**: Offer a core curriculum of courses in which students will acquire the basic foundation of learning.

**MC2**: Offer associate degrees which will prepare students for transfer into baccalaureate programs.

**MC3**: Offer associate degrees and certificates that enable students to enter the workforce.

**MC4**: Provide adult and developmental education programs for underprepared students.

**MC5**: Provide economic and workforce development activities to support the needs of business and industry.

**MC6**: Provide non-credit opportunities to enhance the cultural and educational well-being of our constituents.

**MC7**: Provide meaningful opportunities for students to enhance their learning capabilities outside of the classroom.

**MC8**: Partner with programs such as Regional Career Centers to provide additional learning opportunities.

**MC9**: Provide assistance to students through academic support, student services, and institutional support.

**MC10**: Make baccalaureate degrees available through traditional methods and innovative technology.

**STRATEGIC GOALS & OBJECTIVES**

1. **Provide learning experiences designed to support the diversity of our students’ needs and aspirations.**

1.1 Determine the educational needs of our constituent communities.

1.2 Educate and train employees to understand their role in contributing to student learning and success.

1.3 Increase provision of alternate educational delivery methods, including but not limited to distance education.
2. **Increase Enrollment and Completion, Persistence and Graduation Rates.**
   2.1 Develop and implement a comprehensive marketing/student recruitment plan including attempts to increase local, state, and global diversity.
   2.2 Enhance the comprehensive basic skills (developmental education) program.
   2.3 Maintain the safety and security levels of our campuses by developing and implementing a comprehensive emergency and crisis management system.

3. **Build Mechanisms to Better Adapt to Legislative, Accreditation and Other Regulatory Issues.**
   3.1 Develop and implement a system to comply with new Higher Learning Commission Pathways accreditation process and criteria.
   3.2 Develop and implement systems to comply with new state and federal laws and regulations.

4. **Develop and Maintain a Culture of Assessment to Improve Student Success.**
   4.1 Provide education and training opportunities on assessment.
   4.2 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.
   4.3 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.
   4.4 Develop and implement a recognition program for exemplary programs that support improving learning and success.
   4.5 Create and implement a framework to organize, store, extract and share data for internal and external uses.

5. **Develop and Manage Our Human, Funding, and Other Resources.**
   5.1 Increase fundraising activities through an organized campaign to attract more private donations, gifts and endowments.
   5.2 Strengthen governmental liaison efforts with state and federal entities for more effective communication of specific funding needs.
   5.3 Implement a comprehensive professional development program to prepare employees for advancement opportunities.
   5.4 Develop and implement strategies to recruit and retain minority faculty, staff and administrators.
   5.5 Implement strategies to provide competitive salaries and benefits at all employee levels.
   5.6 Assess website users' needs and make adjustments based on information collected.