STRATEGIC PLAN 2015 - 2020
Approved by ASU System President on April 7, 2015
Approved by ASU Board of Trustees on May 8, 2015
INTEGRITY | DIVERSITY + GLOBAL AWARENESS | EXCELLENCE | ACCESS | STUDENT-CENTERED | I.D.E.A.S.
**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 quality, 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 student services and institutional support.
- MC10: Make baccalaureate degrees available through traditional methods and innovative technology.

**STRATEGIC GOALS AND OBJECTIVES**

1. **Improve the Student Experience**
   a. Expand campus life/activity initiatives
      i. Target:
         1. Increase student activities by 10% annually
   b. Increase student engagement
      i. Target:
         1. Develop and implement a student leadership development program by June 30, 2016
         2. Upon selection of a nationally recognized assessment instrument, ASU-Beebe will establish a baseline. After baseline establishment, ASU-Beebe will set appropriate improvement goals.
   c. Optimize employee engagement
i. Target:
1. Require each employee to attend five student-centered activities annually
2. Upon selection of a nationally recognized assessment instrument, ASU-Beebe will establish a baseline. After baseline establishment, ASU-Beebe will set appropriate improvement goals.

d. Embrace student success
   i. Target:
      1. Achieve a graduation rate at least 15% above the national average
      2. Attain a retention rate at or above the national average
      3. Increase on-track rate to 40% by 2020
      4. Sustain a student persistence rate at least 10% above the state average

e. Increase student satisfaction
   i. Target:
      1. Upon selection of a nationally recognized assessment instrument, ASU-Beebe will establish a baseline. After baseline establishment, ASU-Beebe will set appropriate improvement goals.

2. Enrich Educational Opportunities
   a. Update and implement the Enrollment Management Plan
      i. Target:
         1. Update and implement the Enrollment Management Plan by June 30, 2016
   b. Increase credit enrollment
      i. Target:
         1. Maintain traditional student enrollment to at least 3,150 students annually
         2. Double non-traditional student enrollment by 2020
   c. Insource select baccalaureate programs
      i. Target:
         1. Own and operate select undergraduate degree programs by 2020
   d. Increase non-credit student enrollment
      i. Target:
         1. Increase non-credit student enrollment to 5,000 unduplicated headcount by 2020

3. Engage Alumni and Community
   a. Expand outreach efforts
      i. Target:
         1. Reestablish Alumni Association by June 30, 2016
         2. Increase sponsorship to 36 community events per year
         3. Require key external relations personnel to attend at least 100 community events annually
   b. Retool marketing strategies
      i. Target:
         1. Expend 66% of the advertising budget in TV, digital, and social media by 2020
         2. Increase social media presence (subscriptions) to 10,000 by 2020
   c. Cultivation and expansion of gifts
i. Target:
   1. Increase scholarship endowment fund by 8% annually
   2. Increase employee giving to 75% participation by 2020
   3. Have at least 400 unduplicated donating members in the Alumni Association by 2020

4. Strengthen Resource Development and Management
   a. Implement Work Smarter Initiative (Efficiencies Audit)
      i. Target:
         1. Require each VC area to reexamine at least two processes
   b. Develop and implement an employee mentorship program
      i. Target:
         1. Develop and implement program by June 30, 2016
   c. Develop and implement a comprehensive organizational development program
      i. Target:
         1. Develop and implement a comprehensive organizational development program by June 30, 2017
   d. Update Master Facility Plan
      i. Target:
         1. Update the Master Facilities Plan by June 30, 2017
   e. Institute go-mobile initiatives
      i. Target:
         1. Require each VC area to implement two mobile initiatives by June 30, 2016