

Strategic Plan



**ARKANSAS STATE
UNIVERSITY
B E E B E**

BEEBE • HEBER SPRINGS • LRAFB • SEARCY

2018-2023

Strategic Plan

MISSION: Transforming lives through quality learning experiences.

VISION: ASU-Beebe will become a nationally benchmarked institution that empowers individuals, embraces communities, and transforms lives.

CORE VALUES

Student Success

Integrity

Diversity

Quality

Community

FOUNDATIONAL ASSUMPTIONS

The College's Strategic Plan is built upon four foundations assumptions that are vital for a vibrant thriving institution.

Emphasize One-College Approach: The Strategic Plan assumes that the College operates as one college with multiple locations, programs and services. Common application of policy, practice and procedures will guide the College as the Strategic Plan is implemented. While each campus and location is unique and serves different populations the priority must always be an institution-wide focus of "What is best for ASU-Beebe as a whole?" The College's emphasis will be to provide consistent, quality educational experience across all locations, programs, and services.

Continuously Evaluate for Efficiency: The Strategic Plan assumes that the College strives to increase operational efficiencies and continuously seeks out methods to reduce costs. This includes seeking new funding sources as well as exploring innovative technologies.

Embrace Data-Informed Decision Making: The Strategic Plan assumes that the College embraces data-informed decision making. The College will seek to answer the question of "How does this advance student success?" at every turn. The College will provide the necessary support to institutional research to ensure the data on which all decisions are based is sound.

Timely and Effective Communication: The Strategic Plan assumes that the College will communicate the information necessary to cultivate active support around the goals and strategies in the plan. These communications will involve all employees and be open and transparent.

STRATEGIC GOALS

Strong from the Start

P32B1(Policies, Practices & Procedures to be one College)

ASUBe Connected

STRATEGIC PRIORITIES

Stabilize and Grow Enrollment

Invest in our Employees

Grow our Endowment and other Resources

Strategically Connect with our Communities

STRATEGIC GOAL 1: Strong from the Start

ASU-Beebe is committed to providing students and employees the resources and support that they require to be successful. From applicant through graduate, the College will seek to ensure that students have the information and support services they need to make informed decisions about their educational endeavors. Likewise, the College will provide employees with the onboarding, mentoring, and professional development opportunities necessary to fulfill their responsibilities to the students they serve.

Strategic Priority 1: Stabilize and Grow Enrollment

Strategy 1. Create a comprehensive plan for onboarding new students.

Objectives:

- Construct and implement a comprehensive, strategic Enrollment Management Plan.
- Initiate a comprehensive Advising Model.
- Create and implement an engaging and informative orientation applicable to both face-to-face and distance learning students.
- Re-engineer the existing Student Success Course.

Strategy 2. Develop a framework of support for students during their academic careers that focus on Graduation and Retention.

Objectives:

- Cultivate additional sources of scholarship funding.
- Strategically award (institutional and private) scholarships with a focus on student success.
- Establish a Guided Pathways Model to improve student success.
- Implement an effective early-alert system for struggling students.
- Create a student fast-action fund from the endowment.
- Foster an engaging environment in all Student Support areas.
- Create and implement comprehensive co-curricular student life programming.

Strategy 3. Ensure students are adequately prepared for university transfer or entry into workforce.

Objectives:

- Develop additional articulation agreements with appropriate 4-year institutions.
- Re-invigorate Advisory Committees to ensure that the appropriate workplace competencies are being learned/mastered.
- Implement external learning experiences for appropriate fields.
- Promote existing career services offerings and explore additional opportunities to meet the needs of our students entering the workplace.

Strategic Priority 2: Invest in our Employees

Strategy 4. Create a culture that attracts and retains diverse, change ready, high-performing talent.

Objectives:

- Develop an employee recruitment and retention plan.
- Develop a comprehensive, year-long onboarding experience for new employees.
- Implement a program to orient and engage part-time faculty.
- Construct an internal credentialing process for all faculty who teach internet assisted or online.
- Implement meaningful recognition, reward and benefit programs that support employee involvement in the college.

STRATEGIC GOAL 2: P32B1

While recognizing and valuing the uniqueness and strengths of individual campuses, ASU-Beebe is committed to a one-college approach to serving students. As such, the College will leverage our collective strengths to focus on consistent application of policy, practice, and procedures across all locations, programs, and services to ensure overall student success.

Strategic Priority 2: Invest in our Employees

Strategy 1. Develop an institutional approach that provides short and long-term opportunities for professional development and advancement within the institution.

Objectives:

- Implement an employee mentorship program.
- Develop a comprehensive organizational and talent development plan.
- Develop formal, consistent evaluation and merit compensation processes for all employees.

Strategic Priority 3: Grow our Endowment and other Resources

Strategy 2. Cultivate a culture of financial investment and giving to the institution.

Objectives:

- Develop a comprehensive advancement plan for the college to include: major gifts, private and public grants, and community and planned giving.
- Re-establish Alumni Association and its utility.
- Increase private scholarship endowment funds.
- Create a student fast-action fund from the endowment.
- Increase annual percentage of employees giving to the college.

STRATEGIC GOAL 3: ASUBe Connected

ASU-Beebe is committed to having a positive impact on the quality of life outside the classroom; to ensuring students are prepared to enter and compete in an economy that is increasingly global and competitive; to embracing a culture of collegiality where employees are accountable for their behavior and job performance; to being an active participant in our communities by participating in community events, hosting events on campus that draw community members to us, and providing the training that our workforce and industry partners need.

STRATEGIC PRIORITY 4: Strategically Connect with our Communities

Strategy 1. Become the “Community’s College.”

Objectives:

- Establish a Board of Visitors for the institution.
- Create a committee to bring events to campus that will foster community engagement.
- Increase service learning opportunities for students that place them out in local schools and communities.

Strategy 2. Create new pathways to high demand, high wage careers.

Objectives:

- Expand students’ understanding of careers available within local industry.
- Grow partnerships to enhance the variety of workforce training programs.
- Enhance credit and noncredit career pathways and expand industry specific training opportunities.
- Develop the noncredit offerings (both workforce and community education) provided by the college.