

STRATEGIC PLAN

VISION To be one of the nation's *MOST INNOVATIVE PUBLIC RESEARCH* universities, known for providing *IMPACTFUL STUDENT EXPERIENCES* and *DRIVING PROSPERITY* for the people and communities we serve.

MISSION To be an essential *EDUCATIONAL, CULTURAL* and *ECONOMIC DRIVER* for Kansas and the greater public good.

STRATEGIC GOALS

→ **STUDENT CENTEREDNESS**



Promote holistic student success through a supportive learning environment in which all of our students – past, present and future – continually thrive and grow.



→ **RESEARCH AND SCHOLARSHIP**

Accelerate the discovery, creation and transfer of new knowledge.



→ **CAMPUS CULTURE**

Empower students, faculty, staff and the greater Wichita community to create a culture and experience that meets their ever-changing needs.



→ **INCLUSIVE EXCELLENCE**

Be a campus that reflects and promotes – in all community members – the evolving diversity of society.



→ **PARTNERSHIPS AND ENGAGEMENT**

Advance industry and community partnerships to provide quality educational opportunities and collaborations to satisfy rapidly evolving community and workforce needs.



CORE VALUES

Integrity • Transparency • Personal Responsibility
Collaboration • Access and Equity










DISTINCTIVE VALUES

Seizing Opportunities • Adaptive Approaches • Positive Risk-Taking • Innovation and Creativity
Knowledge Creation and Dynamic Educational Opportunities





2021-22 **PRIORITIES**

Wichita State University endeavors to build a stronger Kansas and a brighter tomorrow through our relentless commitment to the people, businesses, and economy of our state. As such, the university has adopted a strategic plan and vision to be one of the nation's most innovative urban public research universities, known for providing impactful student experiences and driving prosperity for the people and communities we serve.

HELPING FAMILIES THROUGH ACCESS AND AFFORDABILITY

-  ➔ **Provide an accessible, affordable and impactful higher education for all Kansans** with increased community connections.
-   ➔ **Proposed enhancements:** Marcus Welcome Center, Clinton Hall, Hubbard Hall and Rhatigan Student Center.
-    ➔ **Diversify and develop our faculty and staff** to better reflect our student body and region.
-   ➔ **Shocker Promise:** Full tuition and fees for Pell-eligible families.
-  ➔ **Increase need-based aid.**

SUPPORTING KANSAS BUSINESSES WITH A TALENT PIPELINE THAT MEETS EMPLOYER NEEDS

-   ➔ **Provide relevant applied learning experiences** that match the needs of industry, agency, and community partners.
-  ➔ **Become a nationally recognized leader** in digital transformation and SMART manufacturing.
-  ➔ **Explore establishing a Wichita State location** in Chihuahua City, Chihuahua, Mexico.

INCREASING ECONOMIC PROSPERITY WITH HIGHER EDUCATION THAT BENEFITS THE KANSAS ECONOMY

-  ➔ **Support faculty-led interdisciplinary research initiatives (2020-2023).**
-   ➔ **Support the needs of the region** through the newly formed Strategic Engagement and Planning office.
-   ➔ **Continue the development of the Innovation Campus** by attracting new partners and establish the Maintenance, Repair and Overhaul (MRO) initiative.
-   ➔ **Continue developing and supporting innovation and new ventures.**
-   ➔ **National Center for Aviation Training expansion.**
-    ➔ **University Village:** Enter into financially prudent public-private partnerships on university-owned property that provide services.
-   ➔ **Support Wichita downtown development** via hospitality, culinary arts, and health sciences.
-  ➔ **Enhance professional development opportunities** for faculty and staff.