

# FSU'S STRATEGIC PLAN 2017-2023

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## VISION

Frostburg State University is a regionally acclaimed and nationally recognized academic institution that provides distinctive programs to support state and regional workforce needs. Faculty, staff, and students foster collaboration in a welcoming and inclusive campus culture.

Students value the opportunities open for them at FSU and form close mentoring relationships with faculty and staff, who are committed to their success and well-being. Students apply knowledge and skills learned in the classroom to internship, civic engagement, study abroad, and research experiences to meet the challenges of a complex and changing global society.

The university is integrated into the fabric of the community as a valued and respected regional asset. We are committed to making changes that secure our future while celebrating the values that reflect our history.

## STRATEGIC GOALS

### I. FOCUS LEARNING ON BOTH THE ACQUISITION AND APPLICATION OF KNOWLEDGE.

- Ensure students acquire the essential knowledge and skills needed to succeed.
- Infuse applied learning throughout the FSU curriculum.
- Integrate innovative practices and technology into the learning process.

### II. PROVIDE ENGAGING EXPERIENCES THAT CHALLENGE OUR STUDENTS TO EXCEL.

- Implement an advising/support structure that meets student needs from applicant through alumna/us.
- Integrate effective career and professional development into the student experience.
- Create a campus climate that enhances the well-being of our students and is welcoming, inclusive, and contributes to the cultural competence of each of our graduates.

### III. EXPAND REGIONAL OUTREACH AND ENGAGEMENT.

- Support economic development in Western Maryland through targeted initiatives.
- Provide opportunities for student engagement to address community needs in the region.
- Promote and market Frostburg State University's successes, strengths, and assets in Maryland and the region.

### IV. ALIGN UNIVERSITY RESOURCES - HUMAN, FISCAL, AND PHYSICAL - WITH STRATEGIC PRIORITIES.

- Develop a marketing, recruitment, and retention plan that identifies realistic and sustainable goals for first-year, transfer, on-line, adult, graduate, and international students, and the resources necessary to implement this plan.
- Ensure academic programs meet student and workforce expectations.
- Implement a transparent budgeting model that addresses university priorities and needs.
- Provide professional development opportunities that empower faculty and staff success.

## ACTION ITEMS

1. Frostburg State University ensures students have the necessary skills to launch a successful career and be a productive and engaged citizen.
2. All graduates have multiple High Impact Practices (HIPs) with a focus on internships and integrative capstone experiences.
3. Technology is seamlessly integrated into the learning and campus experience.
4. Frostburg State University supports student success through comprehensive academic and career services that are focused on the needs of students from admission through their years as alumni
5. Frostburg State University provides programs and services that promote student engagement, and the development of self-awareness and well-being.
6. Frostburg State University fosters regional development through increased: 1) number of graduates employed in the region; 2) number of businesses created by faculty, staff, or graduates; and 3) number of collaborative regional development projects.
7. Frostburg State University integrates civic learning and democratic engagement into the curricular and co-curricular student experience.
8. Frostburg State University sustains a campus culture that respects differences in people and ideas, values inclusion and diversity, and promotes cultural competence.
9. Frostburg State University has a recruitment plan that incorporates student demands and regional and state workforce needs for three target groups – the high school graduate, the college transfer student, and the working adult.
10. FSU is promoted through traditional and emerging market media to the target segments identified in the recruitment plan that highlights successes, services, and features appropriate to each target segment.
11. Frostburg State University's budgeting model is transparent and based on defined performance metrics with resources provided to close the gap or exceed critical benchmarks with peer institutions.
12. FSU provides professional development opportunities for its faculty and staff to ensure they are current in their respective field or area of service.