

WNMU 2009-2012 Strategic Plan

Strategic Challenge 1: Increase enrollment and student success.

Strategy 1.1 Serve identified key markets and aggressively recruit and retain students from these markets, while remaining open to new opportunities as informed by University assessment methods and strategies.

Strategy 1.2 Create, expand, and market programs and services to meet customer needs identified through various assessments and environmental changes.

Strategy 1.3 Design strategies to fully utilize and continuously evaluate the effectiveness of WNMU's tuition, fees, and financial aid resources.

Strategic Challenge 2: Improve, broaden, and sustain a quality life experience for all WNMU students.

Strategy 2.1 Meet or exceed the customer service and support needs of our students.

Strategy 2.2 Define and implement a student complaint process that incorporates continuous monitoring and evaluation of its effectiveness.

Strategy 2.3 Identify and use benchmarks to help evaluate and improve external and internal supplier/vendor relationships that impact students, such as bookstore, food service, and residence hall facilities, practices, and policies.

Strategy 2.4 Expand and broaden student curricular and extracurricular activities at all campuses and in their respective communities.

Strategy 2.5 Systematically promote cultural awareness and appreciation within the institution.

Strategy 2.6 Better prepare present and future students for their higher education experience. (cf. ASC, Admissions, and Financial Aid services)

Strategy 2.7 Continue to implement and evaluate the effectiveness of First Year Experience actions in response to the Foundations of Excellence recommendations.

Strategic Challenge 3: Improve and sustain the welfare, morale, and work effectiveness of all WNMU employees.

Strategy 3.1 Create an environment that supports faculty and staff dedication to WNMU's mission, vision and values.

Strategy 3.2 Nurture and celebrate diversity throughout WNMU campuses and their respective communities.

Strategy 3.3 Systematically review staff and faculty/adjunct classifications, salaries, and benefits against relevant benchmarks and make necessary adjustments as possible.

Strategy 3.4 Increase the efficiency and effectiveness of the recruitment, screening, and hiring processes.

Strategy 3.5 Implement and maintain a Human Resource Plan that addresses needs for and skills of current and future employees.

Strategy 3.6 Maintain a consistent and systematic employee orientation.

Strategy 3.7 Develop and implement cross-training programs that support continuity of services in University operations

Strategy 3.8 Initiate a defined professional development and training process for staff and faculty.

Strategy 3.9 Use effective and inclusive communication strategies and processes.

Strategic Challenge 4: Sustain and improve a quality technology environment that supports students, faculty, staff, and communities in the use and value of instructional, administrative, and communication technologies.

Strategy 4.1 Establish and implement a technology and technical infrastructure renewal and replacement plan that addresses funding and customer/stakeholder needs.

Strategy 4.2 Hire appropriate instructional technology personnel necessary to support a robust distributed education infrastructure.

Strategy 4.3 Prioritize technology related equipment requirements of different customers and stakeholders.

Strategy 4.4 Implement technology to support community efforts (e.g., electronic calendars and other vehicles that support communication)

Strategy 4.5 Create educational services that enhance WNMU's relationship with its education and economic development partners.

Strategy 4.6 Develop and implement an intellectual property policy that addresses faculty and institutional interests and concerns.

Strategy 4.7 Enhance resources to train/educate faculty and staff in leading edge communication technologies.

Strategic Challenge 5: Improve, broaden and sustain WNMU's economic development, community, regional, and global relationships.

Strategy 5.1 Continue to assess community needs, such as alumni, DOL, HED, regional residents, etc., and implement actions to meet those needs.

Strategy 5.2 Meet market demands for new degrees, career training, and workforce development.

Strategy 5.3 Support the Small Business Development Center (SBDC) and regional economic development opportunities.

Strategy 5.4 Expand and document our relationships in the global communities that WNMU serves.

Strategy 5.5 Proactively increase WNMU's positive public image and visibility.

Strategic Challenge 6: Improve fiscal and material resources in order to address the needs identified in the strategic plan.

Strategy 6.1 Augment funding and tuition revenues from additional sources.

Strategy 6.2 Maintain and expand existing facilities and equipment and address significant infrastructure needs.

Strategy 6.3 Regularly review existing processes, programs, and practices to evaluate whether there are "smarter" and more cost effective ways to accomplish them.

Strategic Challenge 7: Increase accountability to all stakeholders.

Strategy 7.1 Regularly inform stakeholders

Strategy 7.2 Regularly seek stakeholder feedback.

Strategy 7.3 Respond in a timely fashion to regulatory and accreditation requirements.