

STRATEGIC PLAN 2016 EXECUTIVE SUMMARY



OVERVIEW

UNK engaged hundreds of campus and community stakeholders in developing a strategic plan that reaffirms its institutional mission and values, and historical and current strengths, while anticipating future opportunities and challenges. Developed in full recognition of significant challenges facing higher education, none more challenging than unstable or insufficient resources, the plan provides a framework for identifying efficiencies, allocating resources toward priorities, and capitalizing on new opportunities and models for generating sufficient revenues needed to invest into existing areas of strength and new ventures.

MISSION

The University of Nebraska at Kearney is a public, residential university committed to be one of the nation's premier undergraduate institutions with excellent graduate education, scholarship, and public service.

CORE VALUES

Learning Matters, Learning Environment Matters, People Matter, and Responsible Stewardship Matters.

STRATEGIC GOALS AND STRATEGIES

UNK will focus on four strategic goals, each derived directly from one of our four core institutional values. Strategies provide the means for achieving/evaluating progress toward the four strategic goals.

UNK VALUE—LEARNING MATTERS.

Goal 1: Academic Quality. Faculty and staff will ensure ongoing review and continuous improvement of the curriculum across all academic programs on campus.

Strategies:

- 1A. All academic programs and units on campus will undergo continuous review characterized by systematic planning, collection and analysis of data, and evaluation.
- 1B. Require completion of an extended/substantive and independent, yet faculty guided, Experiential Learning (EL) activity, within the major field of study, for graduation in all academic programs/degrees.
- 1C. Embrace NU-system priority of collaboration and enhance/increase collaborative opportunities with other campuses, government agencies, and the private sector.
- 1D. Evaluate existing on-site and on-line graduate programs, investigate new degree/credential options in areas of strength and demand—notably those that form stronger partnerships with other NU campuses.
- 1E. Expand undergraduate and graduate online offerings in areas of strength and demand to provide greater access to quality UNK programs and market/recruit aggressively.

UNK VALUE—UNK IS COMMITTED TO A STUDENT-CENTERED LEARNING ENVIRONMENT.

Goal 2: Access and Success. Increase recruitment and enhance support for student success.

Strategies:

- 2A. Increase recruitment of a quality, diverse student body through holistic enrollment management.
- 2B. Increase retention of a quality, diverse student body through holistic enrollment management.
- 2C. Enhance support and marketing for signature programs/initiatives with campus-wide reach that positively impact student recruitment, retention, success and academic quality including the Honors Program, Undergraduate Research, Thompson Scholars Learning Community, and Kearney Bound Scholars, e.g.
- 2D. Enhance support for diverse University activities and events that enrich the community and cultural life of the Kearney area, state, region, and beyond.

UNK VALUE—PEOPLE MATTER.

Goal 3: Quality Faculty and Staff. Recruit, support, develop, and retain a high quality and diverse faculty and staff.

Strategies and Implementation Priorities:

- 3A. Evaluate processes of recruiting, retention, compensation, and explore alternate compensation approaches.
- 3B. Explore and implement ways to enhance diversity of faculty and staff.
- 3C. Specific for Faculty: Explore and implement approaches to managing workload/expectations and teaching, scholarship, and service to enhance the workplace and productivity.
- 3C. Specific for Staff: Explore and implement approaches to managing workload/expectations to enhance the workplace and productivity.

UNK VALUE—RESPONSIBLE STEWARDSHIP.

Goal 4: Stewardship of Resources. Secure, generate, and responsibly steward the resources necessary to carry out the mission of the campus and ensure long-term institutional fiscal stability and environmental sustainability.

Strategies:

- 4A. Annually generate revenue necessary to offer competitive compensation, maintain and replace facilities, and invest in technology and infrastructure, student services, and general institutional needs.
- 4B. Administer resources in alignment with campus, unit, and operations priorities.
- 4C. Enhance UNK's brand and reputational identity across the state, region, and nation.

Alignment with the four NU Cornerstones

TRANSFORM LIVES THROUGH RESEARCH AND INNOVATION:

UNK reaffirms commitment to its Regental mission as a residential university, while expanding affordable access to quality undergraduate and graduate programs through online courses and programs and fully integrating Experiential Learning into all programs.

BE THE BEST PLACE IN THE NATION TO BE A STUDENT:

UNK remains committed to ongoing review and continuous improvement of curricula to ensure quality across all academic programs, while strategically investing in initiatives designed to increase enrollment, diversity of its student body, student success—retention and timely graduation, and the number of degrees/credentials awarded.

WORK HAND-IN-HAND WITH PARTNERS TO ACHIEVE GOALS:

UNK will continue to engage in current successful collaborations while capitalizing on an unprecedented and expanded scope of academic opportunities with the development of University Village—public/private academic and workforce-related ventures, maker spaces, incubator initiatives, and promising collaborations with government, city, civic agencies, e.g.

WIN WITH PEOPLE:

UNK remains committed to the core value “People Matter,” while seeking to increase the diversity of its faculty and staff and by pursuing strategies that enhance the workplace environment and employee productivity.