Pittsburg State University
*Pathway to Prominence*
Strategic Plan 2015-2020

**Mission**

The mission of Pittsburg State University is to provide transformational experiences for its students and the community.

**Vision**

Pittsburg State University will be the first choice for:

- Students seeking a quality education through nationally recognized programs;
- The most talented scholars and professionals seeking dynamic careers;
- Partnerships with communities, businesses, organizations, and individuals in the region;
- External investment by donors, grant makers, and government.

**Core Values**

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<tr>
<th>Student-Focused</th>
<th>Continue a campus environment where students feel a connection to the university and its faculty and staff by making students and their success the driving force behind institutional decisions at all levels.</th>
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<tr>
<td>Excellence</td>
<td>Ensure the university strives for outcomes that are exemplary by demanding quality in all aspects of the institution’s operations.</td>
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<td>By Doing Learn</td>
<td>Perpetuate the university’s founding principal of “By doing learn,” through the creation of academic programs and opportunities that engage students in real world activities.</td>
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<td>Diversity</td>
<td>Foster a diverse and international campus culture among faculty, staff, and students that supports an understanding and acceptance of a variety of ideas, beliefs, and cultures, thereby creating opportunity for all.</td>
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Community
Enhance the university’s strong relationship with the region and the Pittsburg community by maintaining a welcoming campus and creating big university opportunities in a small campus atmosphere.

Innovation
Encourage faculty, staff, and students to take informed, calculated, and strategic risks to build upon their success, start new ventures, utilize new technologies, and forge an entrepreneurial path forward.

Sustainability
Recognize there are limited and finite resources in the world, and, therefore, commit ourselves to establishing best practices to conserve resources as well as decrease the university’s carbon footprint.

Goals

Goal 1: Academic Excellence

Pittsburg State University will be intentional in its efforts to improve the quality and value of existing educational programs while responding to the needs of Kansas and beyond through emerging strategic initiatives.

Rationale: Pittsburg State’s solid foundation of high-quality academic programs provides an excellent platform for thoughtful growth and expansion that will respond to both opportunities presented in the marketplace and needs and priorities identified by the state of Kansas. By focusing a portion of its growth efforts on a small number of strategically identified areas, disciplines, and activities, the profile of the entire University can be elevated while it sustains its commitment to excellence in all academic programs.

Objectives:

1.1. Develop and optimize physical and financial resources to support both existing academic programs and emerging initiatives.

1.2. Create strategies to attract and retain well-qualified faculty.

1.3. Stimulate and elevate research, scholarship, and creative endeavors.

1.4. Strategically organize and support new program development to ensure alignment with internal strengths and workforce needs.
1.5. Create and support an inclusive program of faculty development using a diversity of methods, including technology.

1.6. Stimulate the development of targeted graduate and interdisciplinary programs.

1.7. Transform the general education curriculum to be cohesive and flexible in order to best prepare graduates for workforce and civic leadership.

1.8. Align and strengthen assessment and program review processes.

**Goal 2: Student Success**

Pittsburg State University will strengthen relationships and enhance support systems and tools to help students achieve their academic and personal goals.

*Rationale*: *Pittsburg State and the city of Pittsburg are proud of their shared commitment to support all students in their endeavors to succeed while enrolled at the University and throughout their lives. The University sees this as its duty to students, the region, and the state of Kansas. The University’s distinctively welcoming community, which fosters a sense of belonging for all its diverse members, is a core strength that it will nurture and leverage for the mutual benefit of students, faculty, and staff.*

**Objectives:**

2.1. Increase the number of students who successfully attain a higher education credential.

2.2. Secure additional financial resources and employment opportunities for students.

2.3. Fulfill high expectations for engagement and interaction of students with faculty and staff.

2.4. Enhance student support programs, services, and systems.

2.5. Expand opportunities to engage all students in campus life.

2.6. Cultivate a diverse campus culture of respect, understanding, and awareness.
**Goal 3: Partnerships**

Pittsburg State University will work with global and regional partners and the community of Pittsburg to enrich and advance cultural, economic, and educational opportunities.

**Rationale:** Pittsburg State will work collaboratively with national, regional, and community of Pittsburg partners to advance the university and the regional community. The University recognizes this working relationship as one of its greatest strengths and areas of opportunity. There is an important and compelling story to be told about the University’s relationships with students and the community, its high-quality academic programs, its support for innovation, and its effectiveness in meeting the needs of the region, Kansas, and the world.

**Objectives:**

3.1. Collaborate with external stakeholders to promote joint planning, priority setting, and resource sharing.

3.2. Strengthen and diversify the University’s Division II athletics program to be nationally competitive and to provide mutually beneficial events and opportunities.

3.3. Support and attract performances, artists, cultural opportunities, and competitions that are of mutual University and community interest.

3.4. Lead local and regional economic development through partnerships, programs, conferences, and events.

3.5. Promote the Pittsburg State University brand and invest in innovative ways to tell the Pittsburg State University story to increase visibility and engagement.

**Goal 4: Responsive and Innovative Campus Culture**

Pittsburg State University will be positioned to anticipate, respond to, and capitalize on opportunities.

**Rationale:** The pace, scope, and depth of change in higher education will continue to increase, and the need for innovation to address the world’s needs and challenges will continue to grow. New opportunities through which Pittsburg State can apply its existing expertise and develop new competencies are emerging regularly. In order to take the best advantage of these prospects—both those we expect and ones that are impossible to predict, save the fact that they will emerge—the University must be in a position to react efficiently, effectively, and convincingly. It must be both nimble and resilient.
Objectives:

4.1. Create and emphasize University traditions to foster a greater sense of belonging.

4.2. Embrace and systematically support innovation throughout the campus.

4.3. Identify and remove barriers to flexibility and adaptability.

4.4. Align human and financial resources with growth expectations.

4.5. Strengthen internal communication and use effective methods to solicit feedback from internal constituents on key issues.

4.6. Use data to inform strategic decisions and resource allocation at all levels of the institution.

4.7. Create strategies to attract and retain well-qualified staff.