

W-2009
A Strategic Plan for MUW

MUW Goal 1: Provide high quality, student-centered instructional programs in a personalized learning environment.

Strategic Objectives

- 1.1 Provide competitive salaries and benefits that will recruit and retain high quality faculty and staff.
- 1.2 Continually improve the process of planning, assessment, and evaluation for all instructional programs including general education where results are used for continuous improvement.
- 1.3 Maintain class sizes that will ensure a personalized learning environment.
- 1.4 Provide opportunities for student-faculty interaction in a personalized environment.
- 1.5 Provide current laboratory equipment and other instrumentation to ensure high quality instructional programs.
- 1.6 Continually improve the University Honors College.
- 1.7 Maintain and expand study abroad opportunities to increase the number of students studying abroad.

MUW Goal 2: Ensure high quality academic and leadership preparation for women.

Strategic Objectives

- 2.1 Establish the Southern Women's Institute at MUW to ensure academic and leadership preparation for women.
- 2.2 Maintain and build upon Hearin and other leadership programs that emphasize leadership opportunities for women.
- 2.3 Develop programming opportunities that will support the women's mission.
- 2.4 Infuse Women's Studies into more academic majors, general education, extracurricular activities, and career planning/preparation.

MUW Goal 3: Provide student life programs that stimulate intellectual, social, emotional, physical, and leadership development.

Strategic Objectives

- 3.1 Develop and implement programs to enhance the academic, personal, and social development of all students.
- 3.2 Provide extra-curricular activities in the academic divisions to enhance the learning experience.
- 3.3 Develop and implement leadership programs/activities.
- 3.4 Implement effective recreation/intramural activities.
- 3.5 Continually improve University counseling services.
- 3.6 Increase student involvement in community service projects.

MUW Goal 4: Increase enrollment through effective recruitment and retention strategies.

Strategic Objectives

- 4.1 Implement a University-wide student retention program.
- 4.2 Implement a University-wide student recruitment program.
- 4.3 Maintain the quality of the first-time freshmen class.
- 4.4 Increase the number and quality of transfer students from community and junior colleges.
- 4.5 Continually improve academic support services to all students.
- 4.6 Continually improve services tailored to the student population to include financial aid, registrar, comptroller, and other key service units.
- 4.7 Develop and maintain alternative methods of program delivery including e-learning methods and non-traditional course scheduling.
- 4.8 Continually improve residence life operations, services, and facilities.

MUW Goal 5: Promote effective organizational principles.

Strategic Objectives

- 5.1 Examine operational processes and organizational structure to identify ways to promote efficiencies, provide improved services, and enhance revenues.
- 5.2 Enhance and improve communications on and off campus.
- 5.3 Coordinate University data collection and information dissemination.
- 5.4 Develop a Quality Enhancement Plan according to the SACS Principles of Accreditation.
- 5.5 Implement University planning processes to include the Campus Master Plan, academic planning, budget planning, and technology planning.

MUW Goal 6: Provide programs and services that enhance the cultural, intellectual, social, and professional development of the citizens of our region, state, and nation.

Strategic Objectives

- 6.1 Promote programs and activities to the general public that enhance cultural, intellectual, social, and professional development.
- 6.2 Develop and maintain a relationship with key local and state organizations that will enhance cultural, intellectual, social, and professional development.
- 6.3 Develop and maintain continuing education activities for citizens of region, state, and nation.
- 6.4 Continually improve summer youth programming.
- 6.5 Maintain and build upon Welty Weekend.

MUW Goal 7: Promote diversity among MUW students, faculty, and staff.

Strategic Objectives

- 7.1 Develop and implement a minority faculty and staff recruitment plan.
- 7.2 Continually improve diversity programming.
- 7.4 Use scholarships to effectively recruit a diverse student body.

MUW Goal 8: Encourage research, scholarship, and creative endeavors to enhance instruction and professional development.

Strategic Objectives

- 8.1 Expand the number and effect of grant applications submitted by the MUW faculty and staff.
- 8.2 Support research, scholarship, and creative endeavors that enhance instruction and professional development of faculty, staff, and students.
- 8.3 Promote research and creative endeavors to include quality learning experiences for students.

MUW Goal 9: Provide physical resources, infrastructure, and technology to advance the educational, operational, and public service goals of the University.

Strategic Objectives

- 9.1 Effectively use campus facilities to advance the educational, operational, and public service goals.
- 9.2 Continue to increase external funding through gifts and grants.
- 9.3 Continually improve the campus environment to identify ways to enhance the safety of the campus community and to employ effective risk management techniques.
- 9.4 Improve accessibility of campus facilities and services to persons with disabilities.
- 9.5 Increase revenues generated from University facilities, programs, and services.

MUW Goal 10: Build partnerships and public awareness to support the University's mission and to promote institutional and economic development.

Strategic Objectives

- 10.1 Support and increase activities that build partnerships with the community to promote institutional and economic development and to improve the status and well being of women and men.
- 10.2 Enhance the University's relationship with its alumni and friends.