



Idaho State University Strategic Plan: 2018-2022

Focusing on Idaho's Future:

discover **OPPORTUNITY**

**Idaho State University
Strategic Plan
2018-2022**

Vision

ISU will be the university of choice for tomorrow's leaders, creatively connecting ideas, communities, and opportunities.

Mission

Idaho State University is a public research-based institution that advances scholarly and creative endeavors through academic instruction, and the creation of new knowledge, research, and artistic works. Idaho State University provides leadership in the health professions, biomedical, and pharmaceutical sciences, as well as serving the region and the nation through its environmental science and energy programs. The University provides access to its regional and rural communities through delivery of preeminent technical, undergraduate, graduate, professional, and interdisciplinary education. The University fosters a culture of diversity, and engages and impacts its communities through partnerships and services.

Core Themes

CORE THEME 1: LEARNING AND DISCOVERY – Idaho State University fosters student learning and discovery through teaching, research, and creative activity. ISU delivers high-quality academic programs at all levels: technical certificates; undergraduate, graduate, and professional degrees; and postgraduate professional training.

CORE THEME 2: ACCESS AND OPPORTUNITY – Idaho State University provides diverse pathways to retention and graduation through educational preparation, academic and co-curricular opportunities, and extensive student support services.

CORE THEME 3: LEADERSHIP IN THE HEALTH SCIENCES – Idaho State University provides statewide leadership in the health sciences. With the academic support of its colleges and the division, the University offers a broad spectrum of degree levels and provides residency training in the health professions. New knowledge is created through biomedical, translational, clinical, rural, and health services research. Teaching, research, practice, and community partnerships provide interprofessional education and excellence in patient care. University clinics provide an environment for learning, inquiry and comprehensive health care service to the community.

CORE THEME 4: COMMUNITY ENGAGEMENT AND IMPACT – As an integral component of the community, Idaho State University develops partnerships and affiliations through the exchange of knowledge, resources, research, and expertise. Through a diverse university staff, faculty, and student body, ISU provides cultural, social, economic, and other opportunities to enrich the lives of citizens.

STRATEGIC PLAN GOALS AND OBJECTIVES

Goal 1: Grow Enrollment

Strategic Objective: Increase new degree-seeking students by 20% (+497) over the next five years.*

* Full-time certificate and undergraduate students and full and part-time graduate students

Operational Strategies:

- Emphasize relationships with high school faculty and advisors within ISU's service regions
- Use analytics to identify trends that support positive enrollment outcomes
- Provide opportunities for faculty/potential student interaction to encourage enrollment
- Communicate with managers and employees at local/regional public and private organizations to identify educational programs that would increase the potential for advancement and support professional development
- Provide financial opportunities utilizing scholarships, CPI's and other means of financial aid to assist first-time and lower-income students
- Promote ISU as providing an affordable, high-quality education that results in a high return on investment
- Educate traditional and nontraditional students on the benefits of continuing their education with ISU

Goal 2: Strengthen Retention

Strategic Objective: Improve undergraduate student retention rates by 5% by 2022.

Operational Strategies:

- Use analytics to identify trends and create an advising structure that reinforces student success and continued degree progression
- Utilize software and automation tools (e.g. Degree Works Student Educational Planner & Curriculum Planning Assistant) to support students' ability to track their own progress through degree progression
- Increase faculty awareness of their students' academic progress by alerting them when a student is failing so they can work with the students to create strategies for student success
- Utilize mobile-friendly exit surveys to more effectively identify a student's reason for leaving school
- Increase and market student support services that measurably increase retention
- Invest in lower-income students who continually demonstrate academic progress using scholarships and grants
- Develop programs that encourage students to identify potential career paths
- Utilize campus co-curricular activities to enhance retention and community engagement
- Notify Central Academic Advising when students are not attending classes

Goal 3: Promote ISU's Identity

Strategic Objective: Over the next five years, promote ISU's unique identity as Idaho's only institution delivering technical certificates through undergraduate, graduate and professional degrees.

Operational Strategies:

- ISU is one of only five US universities delivering technical certificates through graduate and professional degrees
- Educate internal and external communities of the scope and benefits of ISU's offerings and research
- Promote ISU as providing an affordable, high-quality education that results in a high return on investment
- Demonstrate to communities the cost-benefits that emphasize what ISU brings to each community

through education and research

- Increase the “go-on” rate within ISU’s service regions by highlighting educational opportunities to students
- Increase ISU’s positive media presence and understanding of its unique roles and identity

Goal 4: Strengthen Communication, Transparency, and Inclusion

Strategic Objective: Over the next three years, ISU will continue building relationships within the university, which is fundamental to the accomplishment of all other objectives.

Operational Strategies:

- Continue creating consistent opportunities to share ideas and reach mutual understanding
- Emphasize responsibility and operational decision-making at the appropriate levels
- Where identified, eliminate duplication of effort in business processes, programs and services
- Use the Institutional Effectiveness and Assessment Council planning and advisory structure to continue increasing inclusiveness, providing information, and obtaining input and feedback from students, faculty, staff and the community members
- Use the strategic plan to guide and align academic and non-academic decision making

Goal 5: Enhance Community Partnerships

Strategic Objective: By 2022, ISU will establish (# TBD) new partnerships within its service regions and statewide program responsibilities to support the resolution of community-oriented, real-world concerns.

Operational Strategies:

- Partnerships will encompass a broad variety of relationships including academic to academic, ISU to business, and ISU to non-profit
- Encourage colleges to track and promote these partnerships
- Increase internship/clinical opportunities with collaborators in our service areas
- Identify and design educational programs that provide a service to the communities that ISU doesn’t currently partner with
- Work with communities that have limited services and develop opportunities to create new partnerships