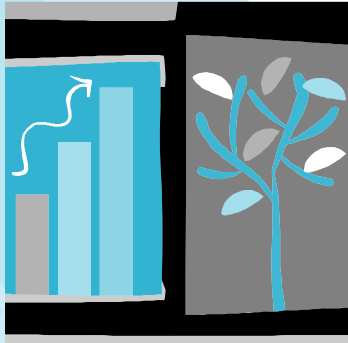


Strategic Planning *Update*



Fall 2006

Kentucky's Public Agenda

Through various educational, research and service initiatives, colleges and universities in the Commonwealth are required to address the following questions:

- Are more Kentuckians ready for postsecondary education?
- Is Kentucky postsecondary education affordable for its citizens?
- Do more Kentuckians have certificates and degrees?
- Are college graduates prepared for life and work in Kentucky?
- Are Kentucky's people, communities and economy benefiting?

MSU reports annually on a set of Key Indicators of Progress designed to measure our institution's progress regarding the five questions. MSU's strategic goals reflect the multi-dimensional facets of our institutional mission and directly connect to the public agenda.

2006-2007 Strategic Goals

The MSU Strategic Planning Council selected the following Strategic Goals for the 2006-07 planning cycle:

- The university shall support the internationalization of the campus and curriculum.
- The university shall foster high faculty and staff morale and productivity.
- The university shall recognize the growing need to raise private funds and establish an ongoing comprehensive campaign to maintain excellence in all programs of the university, including student scholarships.

You can read 2005-06 reports and 2006-07 plans of the individual planning units online at: www.murraystate.edu/provost/strategic/plans_goals.htm



“Simply put, strategic planning determines where an organization is going over the next year or more, how it’s going to get there and how it’ll know if it got there or not. The focus of a strategic plan is usually on the entire organization, while the focus of a business plan is usually on a particular product, service or program.”

~ Carter McNamara, Ph.D.

Information on the QEP

The Quality Enhancement Plan (QEP) focuses upon the 10 *Characteristics of the Murray State University Graduate*.

During 2005-06, the institution defined and initiated assessment processes for Characteristic #7:

“Understand the importance of and engage in ethical behavior and responsible citizenship.”

NOTE: For information on the 2005-06 QEP work related to Characteristic #7 or to review a draft of the MSU Student Academic Integrity Pledge, log onto the QEP website: www.murraystate.edu/provost/assessment/characteristics.htm

During this academic year the institution will continue to assess *Characteristic #7* and move forward to define and assess *Characteristic #6*:

“Understand the dynamics of cultural diversity, of competing economic and political systems, and of complex moral and ethical issues.”

Watch for e-mails throughout the year announcing opportunities to participate in workshops and discussions related to *Characteristic #6*, or log on to the QEP website for information: www.murraystate.edu/provost/assessment/characteristics.htm

Information Please

Information on Strategic Planning at MSU, including an overview of the process, membership roster of the Strategic Planning Council, and details on our Action Steps and KPI, is located online. Visit: www.murraystate.edu/provost/strategic/index.htm

The *Strategic Planning Update* is produced by the Office of Institutional Planning and Assessment. Questions and comments are appreciated and can be mailed to: The Office of Institutional Planning and Assessment/Provost Suite, 333 Wells Hall, Murray State University, Murray, KY 42071.

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