CHAPTER TEN

Future Directions
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Dr. Stephen Kopp became President of Marshall University on July 1, 2005. One of his most important initiatives to date has been to start the next strategic planning process.

His inclusive approach for developing a Strategic Vision makes extensive use of technology. Following the example of this self-study, the university created a public SharePoint website which allowed individuals internal and external to the institution to contribute their ideas in four general areas: Intellectual Capital, Community and Service, Discovery and Innovation, and Economic Development.

In his media launch of this initiative, President Kopp explicitly indicated that any plan to emerge would be based on Higher Learning Commission principles and upon sound fiscal practices that would allow the university to sustain any new programs. Planning, he indicated, would become more strictly tied to resources: “Budget plans must accompany action plans,” he said.

By the deadline of December 19, 2005, 815 ideas had been submitted by respondents. By January 9, 2006, these had been organized into strategic themes and were posted for public review and comment.

At this writing, a Board of Governors presentation is scheduled for late January, and a presentation to the Education Committee of the West Virginia Legislature is scheduled a week later.

The next objective, to commence in February, will be to develop a series of action plans that reflect Marshall University’s foremost priorities. Hence, once again, Marshall will boldly move forward to serve its students, its immediate community, its region, its country, and humanity.