

# INSTITUTIONAL PRIORITIES

*Affirmed by the Marshall University Board of Governors on April 29, 2015.*

- ➔ Positioning Marshall University to redefine the landscape of public higher education while attaining the highest possible levels of achievement across academic and student programs through:
  - Fostering growth by strategically investing in high-demand majors and degree programs including, but not limited to, the health professions, engineering, and digital and DNA forensics;
  - Collaborating with the Educational Advisory Board (EAB) to use predictive analytics and other technologies to provide exceptional student success resources;
  - Partnering with the Higher Learning Commission (HLC) to pilot the Pathways Demonstration accreditation process and help redefine the outcomes of the Lumina Foundation's Degree Qualifications Profile;
  - Providing intensive, effective student advising through the HLC Persistence Academy and use of High-Impact Practices;
  - Enhancing the relationship of high-quality teaching, scholarship and service to academic excellence;
  - Offering robust extracurricular activities for students;
  - Developing a first-class faculty and staff;
  - Maintaining and enhancing the institution's fiscal health and transparency through zero-based budgeting, simplification of tuition and fees, maximizing utilization of space across all facilities and campuses, increasing existing revenue streams and creating new sources of revenue, expanding all forms of external support, and increasing the overall endowment and rate of alumni giving; and
  - Nurturing the ongoing continuous improvement process that began with the Marshall 20/20 strategic plan.
- ➔ Making an unprecedented university-wide commitment to student recruitment and retention, including a comprehensive marketing and branding program aimed at increasing enrollment; engaging students, alumni, donors and policymakers, raising the university's overall image and awareness; and differentiating Marshall from its primary competitors, based on measureable outcomes established by the Board of Governors.
- ➔ Promoting diversity and global engagement through the INTO Marshall partnership, the Office of Intercultural Affairs and other initiatives.
- ➔ Cultivating the symbiotic connection with Huntington and surrounding communities (town-gown relationship), particularly related to regional economic development, rural health care delivery, and improvement of elementary and secondary education.
- ➔ Establishing and maintaining a competitive Division I athletic program with high academic standards for athletes, based on measureable outcomes established by the Board of Governors.
- ➔ Building collaborative, interdisciplinary research clusters in biomedicine/biotechnology, transportation technology/logistics, engineering, advanced manufacturing and the physical sciences, based on measureable outcomes (ROI) established by the Board of Governors.

