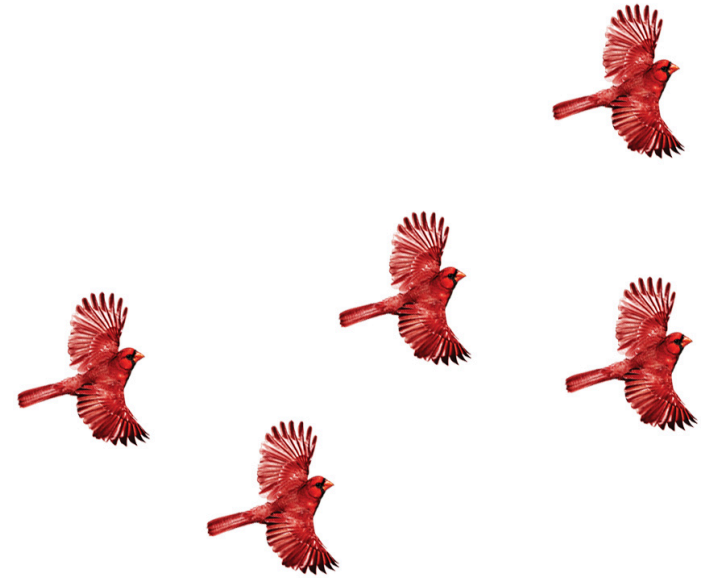


DESTINATION 2040 OUR FLIGHT PATH

The 2019–24 Strategic Plan for Ball State University



**BALL STATE
UNIVERSITY**



The Strategic Planning Process

PHASE I: Gather information and conduct research

PHASE II: Conclude research, continue discussion, analyze information and input, and draft proposed plan.

PHASE III: Circulate and seek feedback on proposed plan; present to the Board of Trustees for approval.





The Strategic Planning Process

- ▶ Nine open forums
- ▶ Surveys of students, faculty, staff, alumni & community
- ▶ Six topical working groups
- ▶ Three feedback forums on draft plan
- ▶ Multiple presentations on final plan
- ▶ Nine University-wide strategic implementation teams





The Strategic Planning Process...What's Next

- ▶ University Strategic Implementation Plan Development
- ▶ College and Division Strategic Alignment Plan Development
- ▶ Unit Action Plan Development
- ▶ Executive Dashboard Development
- ▶ Annual Reports on Progress Toward Goals





The Strategic Plan: Our Mission

We engage students in educational, research, and creative endeavors that empower our graduates to have fulfilling careers and meaningful lives enriched by lifelong learning and service, while we enhance the economic, environmental, and social vitality of our community, our state, and our world.





The Strategic Plan: Our Enduring Values

Excellence: We commit to excel in all that we do.

Innovation: We commit to be creative, responsive, and progressive.

Courage: We commit to set ambitious goals and to take the risks necessary to achieve those goals.

Integrity: We commit to be honest, ethical, authentic, and accessible.

Inclusiveness: We commit to respect and embrace equity, inclusion, and diversity in people, ideas, and opinions.

Social responsibility: We commit to act for the benefit of society at large.

Gratitude: We commit to express appreciation to others and to demonstrate our gratitude through our actions.





The Strategic Plan: Our 2040 Goals

GOAL 1: Undergraduate Excellence and Innovation

GOAL 2: Graduate Education and Lifetime Learning

GOAL 3: Community Engagement and Impact

GOAL 4: Scholarship and Societal Impact

GOAL 5: Institutional and Inclusive Excellence





2040 Goal 3: Community Engagement and Impact

As a community-engaged institution, our University is internationally recognized for mobilizing and leading partnerships that revitalize and sustain our city and our region.





Goal 3: Strategic Imperatives

To make measurable progress toward this 2040 goal, we will execute the following strategic imperatives by 2024:

- A. Our faculty, staff, and students partner with the **Muncie Community Schools** to improve academic outcomes and the operational performance of MCS, while enhancing the learning experiences of our students.
- B. We actively engage with community leaders to develop and implement a coordinated plan that promotes **talent retention and attraction in order to foster economic growth.**



Goal 3: Strategic Imperatives

- C. The amenities and vibrancy of **the Village and surrounding neighborhoods** are attractive to students, faculty, staff, and community members as a result of the implementation of a long-term, phased plan to enhance quality of place.
- D. We collaborate with external partners to implement a **regional plan to improve population health and wellbeing.**
- E. Our community members attend and **enjoy athletic, theatre, dance, music, and other arts and entertainment events** at venues on campus and throughout our region.



Questions?





Your turn – What should we do first?

1. Review the strategic imperatives. Choose your three favorites.
2. For each chosen imperative, write an action-oriented “first step.”
 - ▶ What things must be done early in the process?
 - ▶ Who should be involved?
 - ▶ What challenges must we address?
3. Shift-and-Share: Go to the flip chart for one of your chosen imperatives. Add your post-it-note and discuss with others. (Do this three times.)





Your turn – How should we share our progress?

- ▶ What information and format?
- ▶ How delivered?
- ▶ How often?

