



K-State 2025

KANSAS STATE UNIVERSITY SUMMARY VISIONARY PLAN



By 2025 Kansas State University will be recognized as one of the nation's Top 50 Public Research Universities. We will get there with your involvement and investment.

Benchmarks for Visionary Goal

Eight metrics were selected to determine both our current ranking and to measure our progress against the Top 50 goal. These metrics include:

- Total research and development expenditures
- Endowment pool
- Number of national academy members
- Number of faculty awards
- Number of doctorates granted annually
- Freshman-to-sophomore retention rate
- Six-year graduation rate
- Percent of undergraduate students involved in research

These metrics were chosen following examination of the data compiled by the Center for Measuring University Performance at Arizona State University.

This booklet provides a quick overview of the themes, outcomes, associated goals, and outcomes to reach our vision. For detailed descriptions, please visit k-state.edu/2025

Mission

The mission of Kansas State University is to foster excellent teaching, research, and service that develop a highly skilled and educated citizenry necessary to advancing the well-being of Kansas, the nation, and the international community. The university embraces diversity, encourages engagement, and is committed to the discovery of knowledge, the education of undergraduate and graduate students, and improvement in the quality of life and standard of living of those we serve.

Thematic goals

Research, Scholarly and Creative Activities, and Discovery
Undergraduate Educational Experience
Graduate Scholarly Experience
Engagement, Extension, Outreach, and Service
Faculty and Staff
Facilities and Infrastructure
Athletics

Common elements

Diversity • International • Sustainability • External constituents
Communication and marketing • Culture • Funding • Technology



I. Research, Scholarly and Creative Activities, and Discovery (RSCAD)

Create a culture of excellence that results in flourishing, sustainable, and widely recognized research, scholarly and creative activities, and discovery in a variety of disciplines and endeavors that benefit society as a whole.

What we expect to happen in 1-5 years...

- Increased intellectual and financial capital to support RSCAD
- More clusters/centers of collaborative RSCAD focus
- Increased funding for investigator-based research, research centers, and graduate training grants
- Tuition waivers for all GRAs
- Competitive compensation and support available to GRAs, GTAs, and GAs
- Enhanced and systematic approach for UG research
- Successful recruitment, retention, evaluation, compensation, and rewards strategies in place to support RSCAD needs
- Enhanced visibility and appreciation for research, discovery, and scholarly and creative activities

In 6-10 years ...

- Intellectual and financial capital in place for expanded RSCAD efforts
- Greater proportion of nationally and internationally recognized award-winning faculty in RSCAD programs
- Nationally and internationally recognized research centers
- Recognized for prominent and productive placement of our graduates
- Increased participation by undergraduates in expanded opportunities in research

In 11-15 years ...

- Fifty nationally recognized K-State researchers, a high proportion of which are members of their national academies
- Extramural funding competitive with our benchmark institutions
- Research and development expenditures competitive with benchmark institutions
- Competitive amongst our peers in the percentage of undergraduates involved in research

II. Undergraduate Educational Experience

Build a connected, diverse, empowered, engaged, participatory culture of learning and excellence that promotes undergraduate student success and prepares students for their professional, community, social, and personal lives.

What we expect to happen in 1-5 years...

- Excellent, customized academic advising and services available to all students to support their success and degree completion
- Engaged students benefitting from high impact educational practices used by excellent faculty and staff across the university
- Increased participation by undergraduates in expanded opportunities for meaningful research
- Successful integration of undergraduate education and meaningful research is standard practice
- Effective evaluation practices that recognize and reward teaching, advising, and life-long learning/professional development
- Effective system in place that supports and promotes teaching excellence
- Successful recruitment and retention strategies that address our entire student population
- Improved six-year graduation rates and retention ratios

In 6-10 years ...

- Integrated learning communities experienced by students, faculty, and staff that promote student success within a culture of excellence
- Excellent reputation for high quality teaching and advising that prepares students for their professional, community, social, and personal lives
- Superior and diverse faculty recognized for teaching excellence
- All UG students engaged in a diversity of experiences that expand their viewpoint
- Increased undergraduate contributions in the creation of scholarship through research
- Ongoing improvement of six-year graduation rates and retention ratios

In 11-15 years ...

- An undergraduate educational experience recognized as one of the best among the nation's Top 50 Public Research Universities
- Faculty teaching and advising awards comparable to our benchmark institution
- Freshman to Sophomore retention ratios comparable to benchmark institution
- Six-Year graduation rates comparable to benchmark institutions



III. Graduate Scholarly Experience

Advance a culture of excellence that attracts highly talented, diverse graduate students and produces graduates recognized as outstanding in their respective professions.

What we expect to happen in 1-5 years...

- Competitive compensation and support available for GRAs, GTAs, and GAs
- Tuition waivers for all GRAs
- Engaged graduate students integrated in university life with enhanced visibility and appreciation
- Outstanding mentoring for our graduate students
- Expectation of excellence for the graduate scholarly experience
- Increased capacity to secure funding for graduate research and teaching
- Broader spectrum and greater overall number of courses offered at the graduate, and especially at the PhD level
- Expanded partnerships with industry and government to provide high level learning and experiential training opportunities for graduate students

In 6-10 years ...

- Increased participation by our graduate students in unique high level learning and experiential training
- Expanded reputation for outstanding graduates with the critical skill sets needed to excel in their careers in a global environment
- Increased funding for graduate research and teaching
- Increased number of nationally and internationally recognized award-winning graduate faculty
- Increased number of Doctorates Awarded

In 11-15 years ...

- National and international reputation for outstanding graduates with demonstrable career success
- World-class reputation as a preferred destination for outstanding graduate students
- Stable funding for graduate research and teaching competitive with benchmark institutions
- Doctorates Awarded comparable with benchmark institutions

IV. Engagement, Extension, Outreach and Service

Be a national leader and model for a re-invented and transformed public research land-grant university integrating research, education, and engagement.

What we expect to happen in 1-5 years...

- Enhanced integration between academics and student service learning
- Increased participation by undergraduates in expanded opportunities for meaningful *Engagement* experiences
- Increased recognition of our services as a source of expertise, information, and tools for disciplines worldwide
- Increased numbers and diversity of faculty and staff participating in *Engagement*
- Increased extramural funding for *Engagement* initiatives at the local, state, national, and international level
- Recognition as leaders in *Engagement* within our state and nation
- Enhanced visibility and appreciation for *Engagement* and its interconnectedness with research and education within our university

In 6-10 years ...

- Exposure on a national level as a leader/partner engaged in significant social, political, health, economic and, environmental issues
- All undergraduate students engaged in at least one engagement /service learning project
- Increased number of graduate students involved in *Engagement*
- Increased appreciation by K-State graduates for lifelong involvement in engagement and service
- Increased capacity to respond to emergencies worldwide
- Preferred destination for faculty, staff, and students who value *Engagement* as integral to their academic and personal lives

In 11-15 years ...

- Nationally recognized as a leader in and model for a re-invented and transformed land-grant university integrating research, education, and engagement
- Nationally and internationally recognized as leaders in *Engagement* on a global scale
- Recognized as a leader in *Engagement* reaching both rural and urban communities



V. Faculty and Staff

Foster a work environment that encourages creativity, excellence, and high morale in faculty and staff, responds to changing needs, embraces diversity, values communication and collaboration, and is respectful, trusting, fair, and collegial for all.

What we expect to happen in 1-5 years...

- Total compensation competitive with aspirant university and regional employers for faculty and staff in high priority areas
- Efficient, effective, and integrated university HR processes and services that place employees in the right positions with the right skill sets at the right time
- Career-long learning recognized by the university and its employees as a shared value and responsibility
- Effective evaluation processes that result in accountable faculty and staff with a clear understanding of their job expectations and how they contribute to the university's mission

In 6-10 years ...

- Total compensation competitive with aspirant university and regional employers for all employees
- Faculty and staff current with developments in their fields and the skills needed to achieve excellence in performing their jobs
- Successful recruitment and retention of a talented and high performing, diverse workforce

In 11-15 years ...

- Talented and high performing, diverse workforce recognized for excellence and award-winning faculty and researchers
- Stable funding available for recruitment and retention of top level faculty and staff
- Optimal number of faculty and staff comparable with our benchmark institutions

VI. Facilities and Infrastructure

Provide facilities and infrastructure that meet our evolving needs at a competitive level with our benchmark institutions and are an asset to recruit and retain quality students, faculty, researchers, and staff.

What we expect to happen in 1-5 years...

- Responsive, timely, and strategic facilities services aligned with campus operational needs as well as future planning and implementation
- Adequate temporary space to house programs and staff impacted by renovations of existing facilities
- Robust and reliable information technology ensuring business continuity and consistent with the achievement of the highest quality levels of support for research, instruction, student services, and administration

In 6-10 years ...

- Adequate office space for all K-State employees equipped to support their work and productivity
- Enhanced campus community experience and collaborative learning and working environments promoted by facilities that support multidisciplinary work and integrated interaction between students, faculty, researchers, staff, and administrators
- Efficient, reliable, and cost-effective central and building utilities with the capacity for expansion as needed to support campus needs and guarantee the safety, comfort, and integrity of our research, animal, and human environments

In 11-15 years ...

- High quality, technology enabled, flexible and adaptable classroom space appropriate to the evolving needs of the learning environment and readily available to K-State faculty and students
- High-quality research laboratories and specialty spaces that enhance research and scholarly activities
- Well-maintained buildings, utilities, IT infrastructure, and grounds consistent with the expectations and image of a highly ranked land grant research and teaching institution
- An excellent campus community experience supported by facilities and landscapes that enhance social interaction, learning and collaboration
- Signature facilities that promote collaborative learning and working environments, multidisciplinary work, and integrated interaction between students, faculty, researchers, staff, and administrators



VII. Athletics

Strengthen the interconnectivity between intercollegiate athletics and the campus community to prepare our student-athletes for success in school, in sport, and after graduation and benefit our university, community, and state.

What we expect to happen in 1-5 years...

- Outstanding academic and athletic success by our student-athletes
- Enhanced learning environments and relationships promoted by facilities and integrated activities that support interaction between students, student-athletes, and the campus community
- Enhanced integration between academics and athletics
- Increased support for academics through athletics
- Exposure on a national and global level with unique branding that highlights the academic/athletic success of our student-athletes

In 6-10 years ...

- A world-class student-athlete experience
- Outstanding student-athletes prepared to excel in their chosen careers and community and personal lives
- Increased funding for our total endowment

In 11-15 years ...

- National reputation for a world-class student-athlete experience
- Recognized leader in integrating academics and athletics
- World-class facilities at all levels
- Sustained funding for student-athlete scholarships

Details online: k-state.edu/2025

KANSAS STATE
UNIVERSITY

Strategic Partnerships

Kansas State University relies on symbiotic relationships to enhance economic development efforts across the entire three-campus system.

- We anticipate continued growth in the Manhattan/Junction City/Fort Riley/Wamego area, coupled with increasing governmental/military coordination.
- The Johnson County Education and Research Triangle (JCERT) and the Olathe campus support existing businesses and attract new industry to the area. Proper stewardship and strategic investment of the JCERT sales tax will deliver a substantial return on investment.
- The Salina campus's proximity to the global center of general aviation manufacturing enhances its location at the nation's crossroad of agricultural commodities. Corporate and community partnerships are essential to supporting our teaching and research missions in this region.