Launching a Strategic Plan for Kansas State University:
K-State 2025

April Mason
Provost and Senior Vice President
July 22, 2011
Mission Areas

• Teaching and Learning
• Scholarship
• Engagement
Overall Goal

• By 2025, Kansas State University will be recognized as one of the nation’s **Top 50 Public Research Universities.**
Why Benchmark K-State?

• We must have a realistic assessment of how K-State compares with national peers –
  – Helps develop an effective visionary plan for moving towards the Top 50.
  – Defines nationally recognized quantitative measures commonly used to measure public research universities.
Benchmarking Institutions

• Institutions most similar to Kansas State:
  – Auburn (23,547 students)
  – Clemson (17,309 students)
  – Oklahoma State (23,692 students)
  – Oregon State (19,352 students)

• Institutions which rank above Kansas State in most measures:
  – Colorado State (27,636 students)
  – Iowa State (25,462 students)
  – North Carolina State (31,130 students)

Note: All Peers are Land-Grant institutions without Medical Schools
Data taken from Center for Measuring University Performance, Arizona State U
8 Key Benchmarks

- Following discussion among the President’s Cabinet, eight key metrics were selected for measurement of our progress towards becoming a Top 50 public university –
  - Research and Development Expenditures
  - Total Endowment
  - # of National Academy Members
  - # of Faculty Awards
  - # of Doctorates Awarded
  - Freshman-to-Sophomore retention ratio
  - Six-year graduation rate
  - % of Undergraduates involved in a formalized research experience
# Benchmark #1 - Research and Development Expenditures

<table>
<thead>
<tr>
<th></th>
<th>2004</th>
<th>Rank²</th>
<th>2005</th>
<th>Rank</th>
<th>2006</th>
<th>Rank</th>
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</thead>
<tbody>
<tr>
<td>NCSU</td>
<td>$292.7</td>
<td>32</td>
<td>$302.6</td>
<td>31</td>
<td>$330.9</td>
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<tr>
<td>CSU</td>
<td>$214.9</td>
<td>50</td>
<td>$236.2</td>
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<td>Iowa St</td>
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<td>$209.5</td>
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<td>Oregon St</td>
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<tr>
<td>Clemson</td>
<td>$158.5</td>
<td>64</td>
<td>$175.1</td>
<td>61</td>
<td>$179.8</td>
<td>63</td>
</tr>
<tr>
<td>Auburn</td>
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<td>64</td>
<td>$132.2</td>
<td>70</td>
<td>$126.5</td>
<td>78</td>
</tr>
<tr>
<td>K-State</td>
<td>$119.3</td>
<td>76</td>
<td>$123.4</td>
<td>75</td>
<td>$123.7</td>
<td>80</td>
</tr>
<tr>
<td>Ok St</td>
<td>$103.9</td>
<td>85</td>
<td>$99.4</td>
<td>92</td>
<td>$100.3</td>
<td>94</td>
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</tbody>
</table>

¹Data taken from Center for Measuring University Performance, Arizona State U
²National Ranking for public research universities
## Benchmark #2 - Total University Endowment

<table>
<thead>
<tr>
<th>University</th>
<th>2004</th>
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<th>2005</th>
<th>Rank</th>
<th>2006</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
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<td>Oregon St</td>
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<td>56</td>
<td>$309.0</td>
<td>51</td>
<td>$383.3</td>
<td>52</td>
</tr>
<tr>
<td>Ok St</td>
<td>$169.1</td>
<td>82</td>
<td>$320.1</td>
<td>48</td>
<td>$382.1</td>
<td>53</td>
</tr>
<tr>
<td>Clemson</td>
<td>$264.9</td>
<td>62</td>
<td>$306.2</td>
<td>52</td>
<td>$343.7</td>
<td>62</td>
</tr>
<tr>
<td>Auburn</td>
<td>$269.0</td>
<td>59</td>
<td>$294.3</td>
<td>57</td>
<td>$335.2</td>
<td>64</td>
</tr>
<tr>
<td>K-State</td>
<td>$206.1</td>
<td>71</td>
<td>$251.3</td>
<td>67</td>
<td>$294.5</td>
<td>70</td>
</tr>
<tr>
<td>CSU</td>
<td>$123.5</td>
<td>107</td>
<td>$135.3</td>
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<td>$152.2</td>
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</tbody>
</table>

¹Data taken from Center for Measuring University Performance, Arizona State U
²National Ranking for public research universities
## Benchmark #5 - Doctorates Granted

<table>
<thead>
<tr>
<th></th>
<th>2004</th>
<th>Rank²</th>
<th>2005</th>
<th>Rank</th>
<th>2006</th>
<th>Rank</th>
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</thead>
<tbody>
<tr>
<td>NCSU</td>
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<td>25</td>
<td>343</td>
<td>24</td>
<td>369</td>
<td>26</td>
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<td>Iowa St</td>
<td>239</td>
<td>43</td>
<td>246</td>
<td>44</td>
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<td>40</td>
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<td>CSU</td>
<td>160</td>
<td>64</td>
<td>187</td>
<td>56</td>
<td>186</td>
<td>56</td>
</tr>
<tr>
<td>Ok St</td>
<td>204</td>
<td>50</td>
<td>173</td>
<td>60</td>
<td>177</td>
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<tr>
<td>Oregon St</td>
<td>173</td>
<td>59</td>
<td>159</td>
<td>66</td>
<td>166</td>
<td>65</td>
</tr>
<tr>
<td>Auburn</td>
<td>161</td>
<td>63</td>
<td>174</td>
<td>59</td>
<td>164</td>
<td>67</td>
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<tr>
<td>K-State</td>
<td>145</td>
<td>66</td>
<td>138</td>
<td>79</td>
<td>160</td>
<td>70</td>
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<tr>
<td>Clemson</td>
<td>113</td>
<td>78</td>
<td>131</td>
<td>83</td>
<td>136</td>
<td>81</td>
</tr>
</tbody>
</table>

¹Data taken from Center for Measuring University Performance (CMUP), Arizona State U
²National Ranking for public research universities
## Benchmark #6 – First Year Retention Rates* - Fall cohort

<table>
<thead>
<tr>
<th>University</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clemson</td>
<td>90%</td>
<td>92%</td>
<td>91%</td>
</tr>
<tr>
<td>NCSU</td>
<td>89%</td>
<td>90%</td>
<td>91%</td>
</tr>
<tr>
<td>Auburn</td>
<td>86%</td>
<td>87%</td>
<td>86%</td>
</tr>
<tr>
<td>Iowa St</td>
<td>85%</td>
<td>84%</td>
<td>84%</td>
</tr>
<tr>
<td>CSU</td>
<td>81%</td>
<td>82%</td>
<td>83%</td>
</tr>
<tr>
<td>Oregon St</td>
<td>81%</td>
<td>81%</td>
<td>83%</td>
</tr>
<tr>
<td>K-State</td>
<td>80%</td>
<td>78%</td>
<td>79%</td>
</tr>
<tr>
<td>Ok St</td>
<td>80%</td>
<td>77%</td>
<td>79%</td>
</tr>
</tbody>
</table>

*obtained from Common Data Set entries
Benchmarking Summary

• A simple average of K-State’s rank among public research universities places us between 80 and 90 in most major categories.
Where to begin?

- Summer and Fall 2010: Focus groups
  - Students
  - Faculty
  - Staff
  - Alumni
  - Chambers of Commerce
  - Legislators
Shared Information

• Received wide spread input
• Analyzed data and pulled themes
• Shared themes
7 Major Themes

- Scholarship, Research, Creative Activities, Discovery
- Undergraduate Educational Experience
- Graduate Scholarly Experience
- People (Faculty & Staff)
- Facilities & Infrastructure
- Engagement & Extension
- Athletics
Common Elements

Each theme should contain some common elements:

- Diversity
- International
- Sustainability
- Communications and Marketing
- External Constituents
- Culture
- Funding
- Technology
Theme committees

- Diverse representation
- Three facilitated meetings
- Action plan development for each theme (Logic Model)
Action Plan Input

• Analysis of Action Plan input and development of final plan
K-State 2025 Overall Timeline

• Establish Overall Goal (Feb 2010)
• Where Are We Now? (March-September 2010)
• Develop Major Themes (October – December 2010)
• Establish Goals and Objectives (January/February 2011)
• Overall Plan Draft (March 2011)
• Revision and Feedback (April/July 2011)
• Final Plan Roll Out & Publicity (August 2011)
Thank-You!