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

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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[1]

	2004	Rank[2]	2005	Rank	2006	Rank
NCSU	$292.7	32	$302.6	31	$330.9	29
CSU	$214.9	50	$236.2	47	$253.9	41
Iowa St	$211.9	52	$209.5	52	$221.9	50
Oregon St	$170.2	57	$180.3	56	$189.6	59
Clemson	$158.5	64	$175.1	61	$179.8	63
Auburn	$125.7	64	$132.2	70	$126.5	78
K-State	$119.3	76	$123.4	75	$123.7	80
Ok St	$103.9	85	$99.4	92	$100.3	94

[1]Data taken from Center for Measuring University Performance, Arizona State U
[2]National Ranking for public research universities

Benchmark #2 - Total University Endowment

	2004	Rank[2]	2005	Rank	2006	Rank
Iowa St	$400.6	39	$456.6	35	$496.0	41
NCSU	$324.2	47	$380.5	42	$412.3	49
Oregon St	$277.7	56	$309.0	51	$383.3	52
Ok St	$169.1	82	$320.1	48	$382.1	53
Clemson	$264.9	62	$306.2	52	$343.7	62
Auburn	$269.0	59	$294.3	57	$335.2	64
K-State	$206.1	71	$251.3	67	$294.5	70
CSU	$123.5	107	$135.3	108	$152.2	108

[1]Data taken from Center for Measuring University Performance, Arizona State U
[2]National Ranking for public research universities

Benchmark #5 - Doctorates Granted

	2004	Rank[2]	2005	Rank	2006	Rank
NCSU	338	25	343	24	369	26
Iowa St	239	43	246	44	281	40
CSU	160	64	187	56	186	56
Ok St	204	50	173	60	177	60
Oregon St	173	59	159	66	166	65
Auburn	161	63	174	59	164	67
K-State	145	66	138	79	160	70
Clemson	113	78	131	83	136	81

[1]Data taken from Center for Measuring University Performance (CMUP), Arizona State U
[2]National Ranking for public research universities

Benchmark #6 – First Year Retention Rates* - Fall cohort

returned Fall	2006 2007	2007 2008	2008 2009
Clemson	90%	92%	91%
NCSU	89%	90%	91%
Auburn	86%	87%	86%
Iowa St	85%	84%	84%
CSU	81%	82%	83%
Oregon St	81%	81%	83%
K-State	80%	78%	79%
Ok St	80%	77%	79%

*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
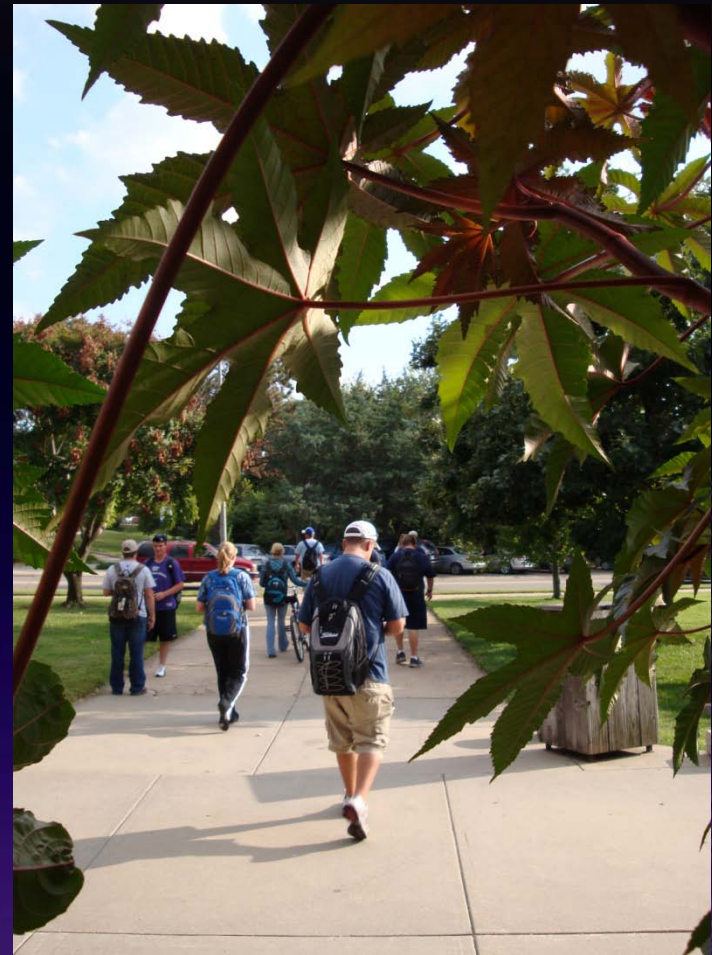- Action plan development for each theme (Logic Model)

Action Plan Input

- Analysis of Action Plan input and development of final plan

K-State 2025 Overall Timeline

- <u>Establish Overall Goal</u>
  (Feb 2010)

- <u>Where Are We Now</u>?
  (March-September 2010)

- <u>Develop Major Themes</u>
  (October – December 2010)

- <u>Establish Goals and Objectives</u>
  (January/February 2011)

- <u>Overall Plan Draft</u>
  (March 2011)

- <u>Revision and Feedback</u>(April/July 2011)

- <u>Final Plan Roll Out & Publicity</u>
  (August 2011)

Thank-You!