

2016/2017 GOALS

Theme I: *Research, Scholarly and Creative Activities, and Discovery*

1. Share summary of research, scholarly and creative activities, and discovery (RSCAD) with universities globally.
2. Update and enhance radiation and laser safety programs including training, documentation, procedures, registrations and inspections for both programs.
3. Provide support to faculty on individual research submissions and help connect them to "mentor" faculty.

Theme II: *Undergraduate Educational Experience*

1. Remain the number one choice of Kansas high school seniors.
2. Launch the new undergraduate admissions student recruitment campaign/package.
3. Increase the first-year retention rate to above 83 percent.
4. Increase the six-year graduation rate to above 61 percent.

Theme III: *Graduate Scholarly Experience*

1. Continue to leverage Tier1 research status into graduate recruiting materials.
2. Automate the graduate student tuition support process.

Theme IV: *Engagement, Extension, Outreach, and Service*

1. Conduct research to best position KSRE brand.
2. Align the activities of KSURF, KSU-IC, the Office of Corporate Engagement and other units across campus that are focused on research engagement and technology transfer.
3. Help to remove legislative barriers to university and Regents authority.
4. Maintain contact with all legislators, members of the Kansas Administration and Kansas Congressional delegation enhancing a strong coordinated higher education advocacy effort.
5. Continue to build governmental, political, university partners and interest group stakeholder investment in area of North Campus and National Bio and Agro-defense Facility site.
6. Communicate and educate Kansas residents in order to pursue solutions to Grand Challenges (water, health, global food systems, community and rural vitality, and growing tomorrow's leaders), enhancing the quality of life and livelihoods of Kansans.

Theme V: *Faculty and Staff*

1. Continue to support Human Capital Services' Total Rewards initiative.
2. Continue to improve the hiring process and "PageUp" applicant tracking system.
3. Continue to provide informative and enriching New Employee Orientation for new Faculty and Unclassified Staff.

4. Hire a dean of Arts & Sciences, Chief Information Officer, and CEO of Olathe.
5. Continue to enhance wellness program focusing on financial and physical well-being.
6. Enhance the internal USRG/FDA seed grant program to increase the development and training of faculty at all stages.
7. Increase the number of K-State faculty and staff members being nominated for regional and national awards.

Theme VI: Facilities and Infrastructure

1. Complete Phase II of the transparent campus space migration project to reassign space being vacated from Phase I space migration project.
2. Expand and upgrade the campus chilled water capacity to absorb the additional growth of square footage.
3. Manage the construction of major capital improvement projects on campus ensuring the projects are within budget and completed timely: K-State Student Union renovation, Seaton Hall renovation and expansion, and Equine Performance Testing Center.

Theme VII: Athletics

1. Continue proactive departmentwide inclusion initiatives toward World Class Student Athlete Experience, athletically, academically and socially for K-State Student Athletes.
2. Continue leadership position in student athlete's graduation and APR rates.
3. Be active participant in shaping future of Big 12 and ensuring/improving K-State's national position and brand.
4. Celebrate K-State's inaugural season of K-State soccer, continuing K-State's commitment to enhancing opportunities for female student-athletes.

K-STATE 2025 COMMON ELEMENTS

Diversity

1. Continue to engage multicultural and international alumni and reach 4,000 alumni and students.
2. Continue to integrate diversity messages in all internal and external communications including the support of community-specific communications campaigns for recruiting purposes.

International

1. Align international admissions/recruiting package with new student experience recruitment campaign to maximize efficiencies and ensure brand/package consistency.

Sustainability

1. Create and implement energy consumption programs to model behavior and awareness of sustainability efforts.
2. Organize a universitywide work group to develop a long-term transit plan utilizing recommendations from the transit and parking study.
3. Develop a universitywide enterprise risk management assessment.

Communications and Marketing

1. Launch a revitalized university home page that better features university achievements/accolades/news and strategically prioritizes external and internal audiences.
2. Support a community-focused Research, Scholarly and Creative Activities, and Discovery communications and marketing strategy.

External Constituents

1. Continue to add value to our university, community and state.
2. Promote the Bio-Agro Security and Innovation Corridor (BASIC) to support economic development efforts, including the North Campus Corridor city partnership.

Culture

1. Continue enhanced dialogue and development of action plans with students, faculty and staff to address key findings in the university climate survey, including sexual harassment and assault, increasing diversity, faculty and staff retention, and student sense of belonging/inclusiveness for the K-State family.
2. Revise the university's weapons policy and procedures for the safe possession and storage of lawfully possessed handguns in accordance with the Kansas Board of Regents revised policy and is fully compliant with state law.
3. Develop a culture of awareness of ethical issues.
4. Promote the university programs cultural opportunities of Kansas State University to increase visitation and awareness of University Gardens; Beach Museum of Art;

Department of Art; School of Music, Theatre, and Dance; and McCain Auditorium Performing art series.

Funding

1. Support "Innovation and Inspiration" campaign continuation by integrating messages into all university platforms.
2. Initiate three-year phase-out of student-fee support for Athletics.
3. Achieve 8th consecutive balanced budget or +/- \$75 million for Athletics.
4. Evaluate purchasing systems to improve efficiencies.
5. Build a balanced university budget with guidance from the Budget Advisory Committee.
6. Continue to move the University Engineering Initiative Act forward on funding and hiring key faculty to meet growing demand.
7. Grow K-State endowment assets to greater than \$500 million in FY 2017.
8. Raise total new gifts and pledges of \$150 million in FY 2017.
9. Raise in excess of \$1 billion toward the \$1 billion goal in the "Innovation & Inspiration" campaign by June 30, 2017, one year ahead of campaign completion date.
10. Pursue corporate partnerships and national foundations as sources of funding for our faculty's research and programs.
11. Continue to adapt to the changing state funding model by identifying additional strategies for strengthening programs, revenue generation and/or cost savings or internal reallocations to support university priorities.
12. Develop a campuswide plan for energy and water conservation with a goal in reducing campus utility costs.

Technology

1. Enhance use of social media management tools to provide real-time reporting for crisis management situations.
2. Develop common data warehousing and dashboards to assist in strategic financial and research decisions.
3. Develop next-generation technology platform for mobile devices.
4. Launch a new membership application to increase engagement through an updated renewal process for alumni, students and friends.
5. Replace the central campus production computer and storage system to decrease operational costs, improve reliability, and reduce administrative overhead.