

# Office of Academic Affairs

## PLAN-ON-A-PAGE

Vision



**“To inspire learning and creativity that ignites the mind, nurtures the spirit, and fulfills the promise of a better future”**

Mission

**To foster a supportive environment of academic excellence, scholarship, and innovation, providing students with a comprehensive education that prepares them for future success**

Values

*Collaboration  
Innovation*

*Interdisciplinary Engagement  
Academic & Creative Excellence*

*Student Success  
Access & Inclusion*

Stakeholder Goals

**Students**  
Provide world-class educational opportunities and multi-faceted advising to inclusive and globalized student body.

**Faculty & Staff**  
Recruit high-quality faculty and staff. Modernize policies and procedures to enable continued growth as an R2 institution.

**Research Academy**  
Grow research productivity and external funding. Foster the interdisciplinary centers of excellence.

**West Virginia**  
Contribute to the economic, intellectual, and cultural flourishing of the state.

**Marshall Forever**  
Promote success into the future by growing Marshall’s educational and scholarly prominence and implementing a sustainable, incentivized budget.

Strategy

***Champion creativity, discovery, learning, and student success through transformational and collaborative educational experiences and environments***

Initiatives

Strategic Enrollment Management

Transformative Student Success

End-to-End Student Experience

Provide In-Demand Knowledge

Provide On-Demand Delivery

Promote Faculty Excellence

Metrics

- Enrollment & Retention by Segment
- Recruiting Visits, Events & Attendance
- Admissions Funnel

- Graduation Rates by Segment
- International Students & Study Abroad
- Academic Supports

- Advisor & Mentor Assignments by Type
- Internships & Job Placements
- Student Research

- New Programs & Enrollments
- Accredited Programs
- Licensure Rates
- Gen Ed Review

- Distance Programs
- Innovative Modalities
- Microcredentials
- Certificates

- Leadership Programs
- Internal Grants, Awards, & Research Support
- Faculty Outputs
- Interdisciplinary Centers