



Marshall University
Academic Affairs Strategic Priorities
2022 - 2027

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“BIG FIVE” Strategic Priorities



**Strategic
Enrollment
Management**

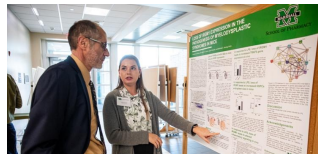
**Transformative
Student
Success**

**End-to-End
Student
Experience**

**In-Demand
Knowledge**

**On-Demand
Delivery**

Five “NO REGRET” Supporting Strategies



**Applied High-
Impact
Research**

**Experiential
Education &
Innovation**

**Globalization
& Inclusive
Excellence**

**Faculty/Staff
Talent
Management**

**Academic
Analytics
& Technology**

“BIG FIVE” Strategic Priorities



Strategic Enrollment Management

- Integrated Strategic Approach
- 10 Student Segments
- Customized Recruitment Strategies
- Alleviate transfer hurdles
- Expanded metro region
- College SEM Plans



Transformative Student Success

- Student Retention & Graduation
- Proactive advising, Herd Ready
- Personalized learning pathways
- Career Planning & Placement
- Internships, Coops, Practicums
- Micro-grant, ‘last dollar’ fin aid



End-to-End Student Experience

- Student journey through life cycle
- Touchpoints & Stages
- Barriers & Bright Spots
- Four Pillar Mentoring
- Design Thinking



In-Demand Knowledge

- Grow High-Demand Interdisciplinary Clusters
- Credit & non-credit certifications
- Online third-party Microcredentials



On-Demand Delivery

- High-flex modalities
- Online Program Portfolio
- Classroom Technology

Five “NO REGRET” Supporting Strategies



Applied High Impact Research

- Carnegie R2 Maintenance
- Fed & State Research Grants
- Doctoral programs
- Student Research & Creativity Symposium – UG & Grad



Experiential Education & Innovation

- Carnegie Community Engaged Campus designation
- Collaboration with Stakeholders
- Design Thinking training for all faculty, staff and students



Globalization & Inclusive Excellence

- Underrepresented groups of students, faculty & staff
- HLC QI Project
- At-risk students
- Multicultural Center
- International Partnerships
- Study Abroad opportunities



Faculty/Staff Talent Management

- Leadership Academies
- Pay Equity & Salary Reviews
- Digital P&T Processes
- Strategic Position Management
- Term Faculty Career Plan
- Faculty Recognition



Academic Analytics & Technology

- Decentralized IBM Budget Model
- Data-Driven Schedule Optimization
- Program Viability
- AA Dashboards, KPIs
- Digital Transformation
- Academic Process Reengineering
- Artificial Intelligence