

PLAN FOR STRATEGIC ACTION TO TAKE CHARGE OF OUR FUTURE

SUPPORT AREA ACTIONS

Each support area will develop goals and accompanying strategies, tactics, responsible parties, timelines and resource disposition and actions annually to optimally support the PLAN FOR STRATEGIC ACADEMIC ACTIONS. The consultation to create the goals will be connected to a budget annually presented to the Board of Trustees that aligns resources with key strategies to achieve stated objectives. Progress on goals will be assessed annually so adjustments are made as warranted and in mid-stream of implementation if necessary.

ENROLLMENT MANAGEMENT

Develop a Multi-Year Plan to Achieve Enrollment That Respects YSU's Mission and Values and Provides a Pathway to Fiscal Sustainability

Assure responsibilities are known and carried out at each touch-point in the YSU value proposition for prospective, current, and post-graduate students

Develop and Implement a College Student Recruitment Engagement Plan in Each College

Develop a Strategic Enrollment Plan for Graduate Education and International Programs

Develop a Plan and Infrastructure to Increase Undergraduate and Graduate Enrollment through Distance Education

Enhance value-proposition of a YSU experience with credentials, certificate, badges, and certifications that directly link to degree programs in aggregate over time

A CULTURE OF CARING

Develop Mission, Quality, and Attributes Statements in Each University Support Area

Develop a Customer Service Orientation Plan for Campus Employees

Develop a Plan to Address Mental Health and Wellness for Employees and Students

MARKETING AND COMMUNICATION

Reassess YSU's Brand to More Clearly Identify Brand Promise, Brand Perception, and Target Audience

Develop Communication Plan to Strengthen Brand Identity and Support Strategic Recruitment

Overhaul YSU Digital Presence through an Enhanced Social Media Strategy and Improved Website Architecture and Content

INFORMATION TECHNOLOGY

Assess, Evaluate, and Improve YSU's Technology Capability to Support Key Strategic Initiatives Including Admissions, Degree Audit, Advising, Recruitment, and Data Analytics

Implement a Business Intelligence System to Support Timely Delivery of Data and Institutional Decision-Making

Optimize data-governance that assures ownership and responsibilities as well as integrity of the uses of data for informed decision-making

DATA-INFORMED DECISION-MAKING

Develop the human talent capacity of Office of Institutional Research & Analytics

Utilize intellectual capacity/capabilities of faculty, staff, and students where appropriate for data-mining and analytics

Develop and implement reporting of important data on a regular basis assuring it is useful, useable, and used

Clarify the role that data plays to inform decisions

Assess and develop a strategy considering all of the web-based services that interpret for the public the YSU value proposition

ORGANIZATIONAL STRUCTURE AND EFFICIENCY

Develop and implement an Academic Program Effectiveness & Enhancement plan

Standardize Faculty Workloads for Teaching Excellence

Optimize Course Scheduling for Degree Completion

Audit Support Activities to Reduce Barriers and Enhance Student Experience

Develop a Process for Annual Review with a Goal of Optimizing Staffing Needs

Optimize Scheduling of Classes and Space Utilization