

2021-2026 Graduate Studies/Continuing Education Strategic Plan (Edited to Include Only Parts Relevant to Graduate Council)

GSCE Strategic Priorities

Strategic Priority #1: Growth & Expansion

Expand program array and grow enrollments and participation levels in all credit, noncredit, and campus professional development programming.

Strategic Priority #2: Engagement & Collaboration

Develop and sustain internal and external partnerships that grow and solidify the institution's role as a regionally engaged campus.

Strategic Priority #3: Marketing & Communication

Optimize marketing opportunities and prioritize marketing resources; improve internal communication between subunits.

Strategic Priority #4: Strengthen resources

Optimize the use of resources within GSCE (including by using resources across campus), and improve efficiency of all operations and services.

Strategic Priority #5: Evaluation & Improvement

Consistently evaluate programs and use this information to continuously improve unit offerings.

University Goals/ Objectives	GSCE Strategic Priority	GSCE Strategic Goal	Intended Actions (means, steps, tasks)	Measure/metric
Goal 1. We will improve student access and success.				
Objective 1: We will recruit a larger and increasingly diverse undergraduate and graduate student body.	<i>Growth & Expansion</i>	<i>Increase graduate enrollment</i>	<i>Develop specific integrated marketing and recruitment plans for specific student populations, Summer Session, Winterim, and Credit Outreach.</i>	<i>Graduate headcount to 1539 (1% annual growth)</i>
	<i>Evaluation & Improvement</i>	<i>Define and investigate retention in graduate programs.</i>	<i>Develop/implement a mechanism to systematically track retention, identify areas of strength and for improvement (e.g., are specific subgroups of students at risk?)</i>	
Goal 3. We will foster diversity and inclusion.				
Objective 1: We will create a comprehensive diversity assessment to gauge campus climate and cultural competency.	<i>Engagement & Collaboration</i>	Decrease any equity gaps in graduate programs Work with IRP and the Office of Diversity, Equity, & Inclusion to create reasonable diversity goals for the grad school	Review and make use of the campus climate survey in graduate programming. Develop a mechanism to identify the existence of any equity gaps	Diverse enrollment Retention and graduation rates
Goal 4. We will strengthen our resources.				
Objective 2: We will enhance our operational efficiency and effectiveness.	<i>Improve use of resources</i>	<i>Partner with programs to repurpose/retarget programs, revise curriculum and change delivery modes as necessary, and move to financially self-supporting paradigms</i>	Work with programs to add post-bac certificates as possible Assist graduate programs moving online/HyFlex to increase enrollment	

	<i>Improve use of resources</i>	<i>Continue towards increased efficiency of graduate school administration relevant to recruiting, application, matriculation, curriculum, advising, support and graduation</i>	<p>increase incorporation of Slate into these functions</p> <p>create documentation of processes for training</p> <p>cross training within unit for business functions</p>	
Goal 5. We will deepen partnerships and relationships.				
Objective 2: We will enhance existing relationships with alumni, emeriti, friends, and other partners.	<i>Engagement & Collaboration</i>	<i>Maintain and develop partnerships with area school districts for identified needs such as MSE-PS cohorts and add-on licensure (ESL, Reading Teacher) programs</i>	Collaborate with COEPS to determine marketing approaches, particularly with alternative licensure pathways	