VISION
To be one of the nation’s MOST INNOVATIVE PUBLIC RESEARCH universities, known for providing IMPACTFUL STUDENT EXPERIENCES and DRIVING PROSPERITY for the people and communities we serve.

MISSION
To be an essential EDUCATIONAL, CULTURAL and ECONOMIC DRIVER for Kansas and the greater public good.

STRATEGIC GOALS

→ STUDENT CENTEREDNESS
Promote holistic student success through a supportive learning environment in which all of our students — past, present and future — continually thrive and grow.

→ RESEARCH AND SCHOLARSHIP
Accelerate the discovery, creation and transfer of new knowledge.

→ CAMPUS CULTURE
Empower students, faculty, staff and the greater Wichita community to create a culture and experience that meets their ever-changing needs.

→ INCLUSIVE EXCELLENCE
Be a campus that reflects and promotes — in all community members — the evolving diversity of society.

→ PARTNERSHIPS AND ENGAGEMENT
Advance industry and community partnerships to provide quality educational opportunities and collaborations to satisfy rapidly evolving community and workforce needs.

2020-2021 PRIORITIES & ASPIRATIONS

GROWING AND DIVERSIFYING THE ECONOMY

◎ Expand and diversify our economy to become a nationally recognized leader of the digital transformation, SMART Manufacturing, student-launched microenterprises, and innovations in health sciences and technologies.

◎ Earn a reputation as a top 100 research and innovation university through the president’s Convergence Sciences Initiative, which harnesses the research strengths of faculty from across disciplines on our campus.

◎ Develop strategic partnerships with leading domestic and international research and innovation institutions.

◎ Develop a new master plan, including compressing outdated facilities, investing in pan-university Convergence Sciences facilities, and build a multipurpose athletic complex for university and community use.

◎ Work with Wichita and Sedgwick County to enhance the beautification of the campus and promote Shocker pride.

◎ Enter into financially prudent public-private partnerships on university-owned property that provide services and amenities for Wichita State and our neighbors.

◎ Grow national brand awareness to increase the value of a Wichita State University degree.

AN ACCESSIBLE, AFFORDABLE AND IMPACTFUL EDUCATION

◎ Provide an accessible, affordable and impactful higher education for all Kansans with increased community connections and networks.

◎ Make college affordable.
  • Promise of four years of free tuition and fees for Pell-eligible families who earn less than $40,000 per year.
  • Wichita State is a national leader in providing paid research, grants, and internships to help lower the cost of attendance while providing an impactful applied-learning experience.

◎ Diversify and develop our faculty and staff to better reflect our student body and region.

◎ Enhance professional development opportunities for faculty and staff.

◎ Implement market pay adjustments to reflect 80% of the market median.

EMBODYING A MISSION-DRIVEN UNIVERSITY

◎ Support the needs of Wichita and underserved parts of our state through the newly formed Division of Regional Engagement and Economic Development.

◎ Explore development of the state’s first School of Dental Medicine focused on providing public health services to underserved and rural communities in our state.

◎ Support the growth and innovation in Wichita through partnerships with Downtown Development, including hospitality, culinary arts, microbrewing, and storefront shops to house microenterprise startups.

CORE VALUES
Integrity • Transparency • Personal Responsibility • Collaboration • Access and Equity

DISTINCTIVE VALUES
Seizing Opportunities • Adaptive Approaches • Positive Risk-Taking • Innovation and Creativity • Knowledge Creation and Dynamic Educational Opportunities