

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- **Develop a new master plan**, including compressing outdated facilities, investing in pan-university Convergence Sciences facilities, and build a multipurpose athletic complex for university and community use.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



WICHITA STATE
UNIVERSITY

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