

**VISION** To be one of the nation's premiere urban public research universities, known for providing impactful applied learning 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**

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**→ 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.
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**→ RESEARCH AND SCHOLARSHIP**  
 Accelerate the discovery, creation and transfer of new knowledge.
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**→ CAMPUS CULTURE**  
 Empower students, faculty, staff and the greater Wichita community to create a culture and experience that meets their ever-changing needs.
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**→ INCLUSIVE EXCELLENCE**  
 Be a campus that reflects and promotes – in all community members – the evolving diversity of society.
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**→ PARTNERSHIPS AND ENGAGEMENT**  
 Advance industry and community partnerships to provide quality educational opportunities and collaborations to satisfy rapidly evolving community and workforce needs.



## 2021-22 PRIORITIES

Wichita State University endeavors to build a stronger Kansas and a brighter tomorrow through our relentless commitment to the people, businesses and economy of our state. As such, the university has adopted a strategic plan and vision to be one of the nation's most innovative urban public research universities, known for providing impactful student experiences and driving prosperity for the people and communities we serve.

**HELPING FAMILIES THROUGH ACCESS AND AFFORDABILITY**

-  Provide an accessible, affordable and impactful higher education for all Kansans with increased community connections.
-  **Proposed enhancements:** Marcus Welcome Center, Clinton Hall, Hubbard Hall and Rhatigan Student Center.
-  **Diversify and develop our faculty and staff** to better reflect our student body and region.
-  **Shocker Promise:** Full tuition and fees for Pell-eligible families.
-  Increase need-based aid.

**SUPPORTING KANSAS BUSINESSES WITH A TALENT PIPELINE THAT MEETS EMPLOYER NEEDS**

-  Provide relevant applied learning experiences that match the needs of industry, agency and community partners.
-  Become a nationally recognized leader in digital transformation and SMART manufacturing.
-  Explore establishing a Wichita State location in Chihuahua City, Chihuahua, Mexico.

**INCREASING ECONOMIC PROSPERITY WITH HIGHER EDUCATION THAT BENEFITS THE KANSAS ECONOMY**

-  Support faculty-led interdisciplinary research initiatives (2020-2023).
-  Support the needs of the region through the newly formed Strategic Engagement and Planning office.
-  Continue the development of the Innovation Campus by attracting new partners and establish the Maintenance, Repairing and Overhaul (MRO) initiative.
-  Continue developing and supporting innovation and new ventures.
-  National Center for Aviation Training expansion.
-  **University Village:** Enter into financially prudent public-private partnerships on university-owned property that provide services.
-  Support Wichita downtown development via hospitality, culinary arts, and health sciences.
-  Enhance professional development opportunities for faculty and staff.

**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