

## Foundation

### Our Core Vision

Southern Utah University will be nationally recognized as a premier institution of learning known for enabling its students to honor thought in all its finest forms, achieve excellence in their chosen field, and create positive change in the world.

### Our Mission

Southern Utah University, as our founders envisioned, is a dynamic teaching and learning community inspired by its unique natural surroundings. As Utah's designated public liberal arts and sciences university, SUU engages students in a personalized and rigorous experiential education, empowering them to be productive citizens, socially responsible leaders, high achievers and lifelong learners. In order to fulfill its mission SUU will:

- Emphasize excellence in learning designed to foster critical thinking, effective communication, lifelong intellectual curiosity, global awareness, personal responsibility, and integrity
- Offer educational experiences typical of private universities with the affordability of public higher education
- Provide outstanding programs of study in the arts and sciences, pre-professional, professional, and graduate studies
- Contribute to state, regional, and community needs as a social, cultural, and economic catalyst
- Harness and integrate our unique geographic location in the SUU educational experience

**SUU's Motto: Learning Lives Forever**

## Competitive Advantages

### What we do best

SUU is uniquely positioned to offer a personalized university educational experience in a world that is increasingly depersonalized. Students have many choices when it comes to pursuing a college degree, but few universities can deliver on the level of engagement SUU faculty and staff provide. SUU offers distinctive experience-based learning programs in a location known worldwide for its unique beauty and grandeur.

The diverse mix of course offerings, coupled with a comprehensive list of major areas of study, provides students with options usually found at much larger universities. SUU is regularly recognized on a national level for its quality and value. Students and parents trust us to deliver on our promise of individual attention, quality programs of study, and a safe and supportive environment.

The community involvement in the founding of SUU in 1897 is also a unique element in our history. The campus and community partnership continues to be a strong force and helps drive our commitment to engagement and service.

## Strategic Initiatives

### How we will get there

Six Initiatives that are Mission-Driven and that inform our Core Themes

1. Achieve Academic Excellence and Distinctiveness
2. Secure Resources for Academic Roadmap
3. Develop High Impact Educational Programs and Practices
4. Increase Student Success & Engagement
5. Attain Organizational Alignment & Efficiencies
6. Support Faculty & Staff Excellence & Development

## Strategic Initiatives and Organizational Strategic Objectives

### Academic Excellence & Resources

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| <p><b>1 To have SUU recognized nationally for its high quality and distinctive academic programs</b></p> <ol style="list-style-type: none"> <li>1.1 Pursue and support accreditation for academic programs</li> <li>1.2 Enhance international partnerships and global awareness</li> <li>1.3 Increase academic standards and rigor</li> <li>1.4 Qualify for institutional membership in Phi Beta Kappa and Phi Kappa Phi</li> <li>1.5 Coordinate efforts through the VP for University Relations to promote SUU's academic excellence</li> </ol> | <p><b>2 Secure Resources for the Academic Roadmap</b></p> <ol style="list-style-type: none"> <li>2.1 Create multi-year tuition plan that will support academic excellence and student engagement</li> <li>2.2 Create multi-year plan for enhancing faculty compensation</li> <li>2.3 Develop budget plans to better support undergraduate and graduate programs</li> <li>2.4 Identify viability of new academic programs and quality initiatives</li> <li>2.5 Evaluate scholarships, waivers, student employment, and financial aid support system</li> <li>2.6 Coordinate efforts with the VP for Institutional Advancement to secure resources to support academic initiatives</li> </ol> |
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### Student Success & Engagement

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| <p><b>3 Develop High Impact Educational Programs and Practices</b></p> <ol style="list-style-type: none"> <li>3.1 Develop the Experiential Education Requirement (EER)</li> <li>3.2 Develop Interdisciplinary Programs</li> <li>3.3 Enhance Honors Program</li> <li>3.4 Assess the General Education curriculum &amp; First-Year Programs</li> </ol> | <p><b>4 Increase Student Success and Engagement</b></p> <ol style="list-style-type: none"> <li>4.1 Develop and implement a master plan for student success initiatives and enrollment management</li> <li>4.2 Enhance the quality and consistency of academic advising</li> <li>4.3 Increase support for students seeking graduate school and career counseling</li> <li>4.4 Create a campus atmosphere nurturing and promoting intellectual stimulation</li> </ol> |
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### Organizational Effectiveness

- 5 Achieve Organizational Efficiencies**
- 5.1 Create a University College
  - 5.2 Regularly assess alignment of colleges and academic programs
  - 5.3 Create an Office of Institutional Research
  - 5.4 Develop and implement plans to enhance Library holdings and services
  - 5.5 Continue to ensure the uniformity of high quality service in key student support areas on campus
  - 5.6 Ensure SUU is employing effective technology in teaching and learning environments
  - 5.7 Develop institutional plan for distance and online learning

### Faculty & Staff Development

- 6 Faculty & Staff Excellence and Development**
- 6.1 Hire and retain outstanding faculty and staff to support mission and academic strategic goals
  - 6.2 Review and Address Faculty Workload Issues
  - 6.3 Create Center of Excellence for Teaching and Learning (CETL)
  - 6.4 Support Faculty Scholarly, Creative, and Research Grants

### Key Stakeholders

Undergraduate Students	Graduate Students	Faculty, full and part-time	Executive, Professional & Classified Staff	SUU Board of Trustees	SUU Alumni	Community Members & Employers	USHE and Regents
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## Key Performance Indicators

### How we measure success

Measure: % of completion of plan

Target: 100% by 2013

## Core Themes

### Academic Excellence:

With superior teaching and engaged learning as its foundation, academic excellence is the hallmark of Southern Utah University. Students are expected to meet the challenges of rigorous programs of study offered at SUU. Unique experiential education programs and dedicated faculty promote both critical and creative thinking and scholarly activity in a supportive learning environment. SUU is committed to sustaining an academic community that encourages students to develop their breadth and depth as scholars and global citizens. SUU supports faculty and staff development designed to respond to the changing demands of higher education and the needs of its students. Assessment of learning outcomes and continual improvement are key elements of the educational experience at SUU.

### Involvement and Personal Growth:

Southern Utah University encourages student growth and development by providing opportunities and programs designed to broaden social and cultural perspectives through campus and community service, and outdoor, creative, and global engagement activities. The University affirms that active participation in well-designed experience-based programs provides a holistic educational experience and helps prepare students to become engaged members of society. SUU is committed to helping students become confident, creative, and adaptive life-long learners known for their service to the community.

### Community and Social Responsibility:

Essential to the educational process is a sense of an academic community wherein collaboration, diversity, respect for all people, concern for the environment, civility, and shared governance are cultivated. SUU encourages the discussion and exploration of differing views while recognizing the cherished individual freedom to reach one's own conclusions. Developing students into productive responsible citizens, both locally and globally, involves the thoughtful exploration and application of ethics and values and the acknowledgment of the responsibilities one has as a contributing citizen of the world.

## Implementation

### How we make strategy a habit

#### PHASE 1 & 2- Campus Input & Plan Development

- Environmental Scan & SWOT (Aug-Oct 2009)
- Develop plan draft (Oct 2009 – Jan 2010)
- Present to campus for input (Jan – Feb 2010)

#### PHASE 3 - Refine and Revise Plan

- Revise & Develop Key Performance Indicators (March 2010)
- Present to campus for feedback (Jan-Feb 2010)
- Present to President's Council, Trustees, and Regents (Feb-Mar 2010)

#### PHASE 3 - Final Revision & Implementation (March 2010 -> June 2013)

- Delegate plan implementation to key faculty and staff
- Widely distribute plan
- Adjust plan as situational and operating environment changes