

# GSU STRATEGY 2025

October 5, 2021





## MISSION

Governors State University is committed to offering an exceptional and accessible education that prepares students with the knowledge, skills and confidence to succeed in a global society.

## VISION

GSU will create an intellectually stimulating public square, serve as an economic catalyst for the region, and lead as a model of academic excellence, innovation, diversity and responsible citizenship.

## CORE VALUES

**Invest** in **Student Success** through a commitment to mentoring and a deliberate university focus on student achievement of academic, professional and personal goals.

**Provide Opportunity** and **Access** to a first-class public education to residents of our surrounding communities and all those traditionally underserved by higher education.

**Serve** as an **Economic Catalyst** for the citizens of the State of Illinois and our larger Midwest region, so that our communities grow and flourish.

**Prepare Stewards of our Future** to thrive in the global economy, to contribute to ongoing innovative research and to serve as stewards of the environment.

**Demonstrate Inclusiveness** and **Diversity** to encourage acceptance of wide-ranging perspectives among students, staff, faculty and members of the broader community.

**Promote Quality of Life**, which encompasses civic, personal, professional and cultural growth

## **ACADEMIC EXCELLENCE**

Provide quality, current and relevant, academic programs.

### **Strategic Objectives:**

- Ensure that all academic programs are up to date, relevant, and in demand, while aligned with professional or discipline standards.
- Utilize continuous improvement processes for increasing the quality of academic programs.
- Provide a campus environment and infrastructure that supports learning/teaching and scholarly/creative activities.

## **STUDENT SUCCESS**

Provide equitable pathways to graduation which lead to academic, personal, and career success.

### **Strategic Objectives:**

- Deliver academic support services that advance timely degree completion goals.
- Provide a broad array of extra-academic support services for all GSU students.
- Provide meaningful opportunities for practical career application/experiential learning.

## **HIGH QUALITY FACULTY AND STAFF**

Create a learning environment where highly qualified and diversified faculty and staff are hired and retained.

### **Strategic Objectives:**

- Hire, develop, and retain diverse and exceptional faculty.
- Hire, develop, and retain diverse and exceptional staff.
- Utilize contingent faculty in an effective and strategic manner to address program and student needs.

## **ENROLLMENT OPTIMIZATION**

Implement a strategic enrollment plan consistent with university mission.

### **Strategic Objectives:**

- Optimize enrollment within the framework of the University's Strategic Enrollment Management Plan.
- Increase enrollment of and support for our Hispanic student population.
- Determine and develop course/program delivery modes that support enrollment optimization.

## **INVEST IN EXCELLENCE**

Enhance and diversify revenue streams, serve as a destination for social, cultural, and continuing education, and be an economic catalyst for the region.

### **Strategic Objectives:**

- Increase and diversify revenue streams and external stakeholder investments to grow resources, reach, and reputation.
- Provide opportunities to engage with GSU as a premier community resource/destination.
- Contribute to workforce development and regional economy.

## **SOCIAL, ETHICAL, AND ENVIRONMENTAL RESPONSIBILITY**

Institutional actions and decisions demonstrate a commitment to social, ethical, and environmental responsibility.

### **Strategic Objectives:**

- Demonstrate a commitment to ethics, equity, inclusiveness, diversity, and accountability for all students, faculty, and staff.
- Integrate sustainability, environmental health, ecological stewardship, and environmental justice into campus operations, academic programs, university development, and student life.
- Realize the university's public responsibility to stimulate educational, cultural, environmental, and economic development in Chicagoland and beyond, with particular emphasis on community members historically underserved by higher education.

## **STRONG CYBER PRESENCE**

Support the people, tools, and environment that are needed to succeed in today's digital world.

### **Strategic Objectives:**

- Infuse information technology excellence across the university by selecting and implementing information and communications platforms and training and support systems that are driven by university priorities and user needs.
- Invest in innovative instructional technologies to deliver and support excellent and accessible academic programs and student services, and build institutional digital expertise through end-user training, development, and recognition.
- Increase GSU's Digital Visibility to promote GSU programs, faculty, and resources through our web presence, social media, news media, and digital marketing.

## CONTINUOUS IMPROVEMENT

Institutional processes for continuous improvement are guided by evidence-based decision-making to achieve the mission of the university.

### Strategic Objectives:

- Each unit will undergo a strategic planning process resulting in key performance indicators that provide qualitative and quantitative data which demonstrate the unit's contribution toward meeting the goals of the university strategic plan.
- Engage members of the campus community in an examination of campus/unit wide findings and data analysis.
- Inform the campus community about progress toward meeting Strategic Plan goals.

## GSU STRATEGIC PLANNING PROCESS

The development of **Strategy 2025** was a campus wide endeavor. Details on participants and the process used are included in the [\*\*Strategic Planning Process for Strategy 2025\*\*](#). Questions on the process and implementation steps can be directed to [\*\*effectiveness@govst.edu\*\*](mailto:effectiveness@govst.edu).

