Igniting Opportunity

2025-2030 Strategic Plan

VISION	**Missouri State will be the nation's leading public affairs university, delivering on our mission by cultivating civic responsibility and igniting social and economic opportunity.**				
GOAL AREAS	**ACADEMIC OPPORTUNITIES & INNOVATION**	**COMMUNITY PARTNERSHIPS & ECONOMIC DEVELOPMENT**	**INSTITUTION OF CHOICE FOR STUDENTS & EMPLOYEES**	**STUDENT & ALUMNI EXPERIENCE**	**BRANDING & IDENTITY**
2024-25 PRIORITY STRATEGIES	**CONNECT CURRICULUM TO CAREERS AND OUTCOMES**	**PROMOTE EXPERIENTIAL LEARNING***	**INVEST IN LEADERSHIP DEVELOPMENT AND TALENT RETENTION** **DEVELOP A SEM PLAN**	**PROMOTE PROACTIVE STUDENT SUPPORT**	**REFRESH THE BRAND**
ADDITIONAL STRATEGIES	**Promote interdisciplinary curriculum, programming, and scholarship** **Increase equitable access** **Foster increased research productivity**	**Support technology commercialization and entrepreneurship** **Share talent** **Assess and improve staffing structure** **Develop a database of university expertise**	**Achieve meaningful gains in student and employee satisfaction** **Design a culture of connection, recognition and purpose** **Elevate Missouri State's national profile in teaching and research** **Achieve competitive excellence in Conference USA** **Position MSU as a leader in student access and success**	**Implement the University Advancement strategic plan** **Increase participation in campus events and organizations** **Increase alumni engagement**	**Amp up fans and spirit** **Centralize academic success stories** **Bring the community in, send the campus out** **Invite people to be where the Bears are** **Connect students and alumni through stories**

* "Promote experiential learning" was originally a strategy in Academic Opportunities and Innovation. It overlaps significantly with themes in Community Partnerships & Economic Development.

** Strategies, tactics, and potential actions related to public affairs appear in all five goal areas.