



# Develop and Implement a Plan to Increase Student Enrollment

- Developed Strategic Enrollment Management Plan
- Successfully deployed AI Chatbot via CollegeVine
- Edvisory Phase I Complete – ACTS IPEDS
- Edvisory Phase II in Progress
- Strategic Priorities Year 2
  - Establish the Strategic Recruitment Action Group comprising members across the University who will operationalize the SEM plan
  - Expand tracking and campus-wide communication of SEM plan



# Achieve Meaningful Gains in Student and Employee Satisfaction

- Implemented ModernThink's *Great Colleges to Work For* Survey to establish a structured, long-term approach to measuring employee experience.
- Defined and launched an initial survey strategy with institution-wide participation across key stakeholder groups, establishing a baseline for future improvement at both the Springfield and West Plains Campuses.
- Positioned the institution to leverage national benchmarking data to better understand employee satisfaction relative to peer institutions.
- Identified critical gaps in data governance, reporting ownership, and cross-functional institutional coordination.
- Reinforced the need for early alignment on scope, expectations, and deliverables across stakeholders to support successful execution.
- Positioned the institution for more informed, data-driven decision making related to employee engagement and organizational effectiveness.



# Invest in Leadership and Talent Retention

## Successes:

- Launched a campus-wide faculty and staff survey aligned to Goal Three priorities.
- Established an institutional snapshot of employee experiences related to development, career pathways, leadership, communication, and retention.
- Began building an inventory of professional development efforts across campus.
- Created tools to support more intentional, data-informed planning for employee development and retention.

## What's Next:

- Survey results will inform future priorities, action planning, and communication.
- Analyze findings, continue the PD inventory, and identify year-two recommendations.



## **Design a Culture of Connection, Recognition, and Purpose**

- This year we focused on establishing baseline:
  - Reviewed policy library and created spreadsheet to indicate potential impact, both negative and positive, of policies on employee satisfaction and engagement
  - Reviewed current faculty and staff recognition programs; need for recognition of part-time employees noted
- Awaiting survey results: (i) Modern Think, (ii) Leadership and Talent Retention



# Position MSU as a Leader in Student Access and Success

- In Spring 2025, Missouri State received its classification as a Higher Access, Medium Earnings Institution.
- Developed an understanding of the classification through the review of the technical manual and engagement with Institutional Effectiveness.
- Begun review of programs that support movement towards completion and earning.
- Moving forward it will be important to continue to collaborate with Institutional Effectiveness to understand evolving metrics and changes in classification.