GSU MISSION STATEMENT

Governors State University is committed to offering an exceptional and accessible education that imbues students with the knowledge, skills, and confidence to succeed in a global society. GSU is dedicated to creating an intellectually stimulating public square, serving as an economic catalyst for the region, and being a model of diversity and responsible citizenship.

CORE VALUES

- **Provide Opportunity and Access**
  At GSU, those traditionally underserved by higher education and residents of our surrounding communities have access to a first-class public education.

- **Serve as an Economic Catalyst**
  At GSU, we are committed to the citizens of the State of Illinois and our region to serve as an economic catalyst, so that our communities grow and flourish.

- **Prepare Stewards of our Future**
  At GSU, we are committed to preparing our students to thrive in the global economy and to contribute to the ongoing stewardship of the environment.

- **Demonstrate Inclusiveness and Diversity**
  At GSU, we embrace diversity among students, staff, and faculty as well as members of the broader community, and we encourage acceptance of wide-ranging perspectives.

- **Promote Quality of Life**
  At GSU, we value an atmosphere that fosters a capacity to enjoy life through the fine arts and humanities, marketable skills and attitudes for employment, supportive interpersonal relationships, and participative and informed citizenship.

GOAL 1

Academic Excellence: Provide distinctive academic programs that effectively prepare students to become leaders and productive citizens in the global community.

1. Increase the number of programs that are nationally recognized for providing a demonstrably excellent education to a diverse population.

   • Promote best practices in multiple modes of course delivery.

   • Incorporate international/global concepts into the appropriate curriculum areas to expand the knowledge, awareness, and experience of our students.

2. Become the nation's model for an effective, integrative approach to undergraduate transfer between institutions of higher education.

   • Create a special GSU Community College team that works collaboratively with community college faculty and advisors to identify and implement best transfer and articulation practices.

   • Strengthen our academic support for students needing assistance to succeed in their courses to improve retention and graduation rates.

   • Increase to 1000 the number of students enrolled under dual-admission agreements with partner community colleges.

   • Create partnerships to increase freshman/sophomore programming on campus with community college delivery.

   • Articulate how we have been successful in increasing diversity and share these best practices with the higher education community.

3. Increase campus full time equivalent (FTE) students from 4,475 (41,794 student credit hours (SCH)) in Fall 2007 to 7,000 (65,376 SCH) by Fall 2014.

   • Develop and implement an enrollment management plan for the entire university.

   • Develop a long term plan to increase the percentage of undergraduates.

- Develop and implement new support programs that increase student retention while sustaining successful activities and programs already in place.

- Develop and implement a comprehensive marketing and promotion plan.

- Promote interdepartmental development and cross-curriculum collaboration to develop, strengthen, and sustain emerging program areas.

- Develop and implement plans that address the needs of residential students.

4. Enhance and maintain high quality graduate programs while exploring opportunities for new program development.

GOAL 2

High Quality Faculty and Staff: Provide students access to a highly qualified, motivated, and diverse faculty and staff.

1. Develop and implement plans and processes to hire, retain and reward faculty and staff of exceptional quality.

2. Advance faculty and staff development to provide and support:

   - Best pedagogic and professional practices;
   - Scholarly and career development;
   - Grant-related activities;
   - Rewards for professional public service;
   - Increased use of technology.

3. Reduce reliance on adjunct faculty.

4. Increase the number of faculty and staff holding a terminal degree.

5. Increase GSU's online course/program presence.

GOAL 3

Continuous Process Improvement: Develop and sustain a climate of continuous improvement that is defined by evidence-based decision-making focused on enriching the student experience.

1. Assess the quality of programs and services offered by all units in the university and use the findings for continuous improvement.

2. Increase and refine the assessment of student learning to enhance academic program quality and curriculum development and revision.

3. Continue to seek and attain specialized accreditation for all programs where available and appropriate, or require outside review of those programs where no specialized accreditation program exists.

4. Increase the use of technology by faculty and staff to deliver high quality instruction and services.

5. Develop and administer regular satisfaction surveys (including, but not limited to applicants, current students, alumni, employers, and other stakeholders).

6. Continue to build on past successes the university has made regarding diversity, which already exceed national averages in most areas.

- Increase community knowledge and awareness of diversity and acceptance of cultural differences.

- Increase faculty and staff diversity.

- Increase student diversity in a manner that is compatible with and reflective of the populations we serve.

- Internationalize campus to better serve students and expand opportunities.

STRATEGY 2015

GOAL 4

Visibility, Outreach, and Economic Catalyst: Pursue initiatives that make GSU a preferred destination in the region, that create a vibrant public dialogue, and that increase the university's effectiveness as an economic catalyst in the region.

1. Build regional community awareness of campus activities through effective outreach and communications programs.

- Increase community service projects that build connections to the university.

- Share expertise of the university with members of our regional community.

- Increase our external presence through media coverage and proactive engagement with journalists.

- Expand and promote university outreach.

- Establish the university as a recognized regional destination for conferences.

2. Increase programming and promotion to include the wider community and to create a place for vibrant public dialogue.

- Increase use of campus assets such as the Center for Performing Arts, the Family Development Center, and the Nathan Manilow Sculpture Park.

- Create and expand collaborative relationships among all college's constituent groups.

- Offer non-credit programming.

- Use technology as a tool in GSU's efforts to create a virtual public square that serves our regional community.

- Ensure a safe and secure campus setting.

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3. Enrich the student experience at GSU.

- Be a model for high quality student services for adult learners.

- Develop a new student center that includes:
  - Library facilities
  - Computing facilities
  - Small group spaces
  - Recreational facilities
  - Bookstore and other retail options

- Develop residential life opportunities.

4. Expand the role of GSU in the regional network supporting economic development.

- Expand the role of CenterPoint services.

- Bring together education, business and government to develop a network of support services.

- Continue to support the growth and retention of business in the region.

- Develop business relationships that support students and academic programs and involve students in solving real world problems.

GOAL 5

Social, Ethical, and Environmental Responsibility: Build an institution that is socially, ethically, and environmentally responsible.

1. Increase outreach into the poorest areas of our region and increase service to those who are traditionally underserved by higher education.

2. Ensure that ethics and social justice concepts are incorporated into program curricula.

3. Create opportunities to offer institutional expertise to help solve regional problems.

4. Provide regional leadership and serve as a model for sustainable development, minimization of global warming emissions, and maintenance and improvement of environmental quality.

5. Develop a comprehensive, institutional action plan to achieve climate neutrality and fulfill the American College and University Presidents Climate Commitment.

6. Become a model of sustainable construction and development, best land use practices, and best practices for storm water management that is consistent with the Illinois Sustainable University Compact.

GOAL 6

Financial Growth and Sustainability: Diversify GSU's revenue streams to ensure resources that are necessary for institutional growth and fiscal sustainability.

1. Develop and implement effective infrastructure and strategies to advance a relationship-based philanthropy model, resulting in increased donations to the Foundation.

2. Systematically identify objectives and activities for sustainable unit-level advancement activities.

3. Establish, support, and continuously assess the university's infrastructure for increased sponsored research activities among faculty and staff members.

4. Pursue new financial opportunities and sources of revenue through increased contracts, grants, extramural funding, and diversified investment strategies.

5. Maintain and expand governmental relations at both the state and federal levels to enable access to and opportunities for increased funding in support of the university's mission.

6. Optimize future enrollment management strategies and adjustments to student tuition and fees to ensure an appropriate, sustainable balance with GSU's ongoing commitments to accessibility, affordability, and academic quality.

GOAL 7

Institutional Goal 7 was added to Strategy 2015 at the August 2012 Board of Trustees Retreat.

Lower Division: Develop and implement a plan to begin lower division at GSU in 2014.

1. Develop a strong conceptual framework for lower division.

2. Develop and implement a communication plan for all stakeholders.

3. Seek approval of IBHE and HLC.

4. Develop and implement a model General Education program that extends from the freshman to senior year.

5. Develop and implement admissions, recruitment, and retention plans that reflect GSU's mission of access to excellence.

6. Develop and implement plans for effective and efficient approaches to developmental education.

7. Develop and implement plans to address other needs of new student populations.

- Develop and implement a plan for student health insurance and services.

- Strengthen recruitment and retention of international students.

8. Develop and implement a facilities and equipment plan to address the changing composition of the student body.

9. Develop and implement a plan to increase external support for the lower division and GE programs.

- Develop and implement a strategy to secure federal funds.

- Develop and implement a strategy to secure corporate, foundation, and individual gifts.