The five priorities listed were approved by the Board of Regents on June 30, 2004, as part of the revised mission statement and master plan.

PRIORITY 1: TOP QUALITY ACADEMIC PROGRAMS

QUALITY OF TEACHING & LEARNING, QUALIFICATIONS OF FACULTY AND STAFF, QUALITY OF PROGRAMS & SERVICES

- Implement the results of Phase II of academic program review and begin Phase III
- Establish initiatives for student transitions from orientation, selection of major, graduation, and graduate school/career with special emphasis on practical experiences
- Conduct a review of Kent Library
- Provide faculty development opportunities for promoting best practices for teaching students of the millennial (technologically savvy) generation
- Celebrate the 25th anniversary of the Faulkner Collection with a focus on the international reputation of this collection by better integrating this resource into University initiatives
- Review the UI-100 curriculum and consistency of curricular delivery
- Achieve accreditation in mass communication and re-accreditation in athletic training and counseling
- Continue to develop information literacy program across the curriculum to ensure students develop lifelong skills in identifying, evaluating and using information

PRIORITY 2: ENHANCE ACCESS THROUGHOUT SERVICE REGION

ENROLLMENT MANAGEMENT, AFFORDABILITY, ACCESSIBILITY

- Develop and implement a student recruitment program tied to the University’s mission
- Implement the Strategic Enrollment Management Task Force retention initiatives
- Develop recruitment plans for those academic programs that identified recruitment as part of programmatic improvement plans during Phase II of program review, and also for those programs identified as having high potential for recruitment.
- Identify additional targeted recruitment opportunities (academic program or student demographics) and create strategies to market to these target groups
- Pilot an expanded dual enrollment/early college credit program at the area higher education centers
- Submit a proposal to obtain funding from the Missouri Higher Education Loan
Authority to open a student financial resource center available to the general public
- Provide orientation sessions at off-campus locations via ITV
- Heighten campus awareness of strategic enrollment management planning initiatives and promote the University marketing message (“Personal Attention, Professional Education, Real World Experience”) with both internal and external audiences
- Evaluate and improve processes of maintaining articulation agreements with community colleges
- Integrate the new University portal into web recruitment strategies and continue development of the Admissions web site
- Review the campus visit program in conjunction with master planning component of “landscaping”
- Evaluate the placement of the Admissions Welcome Center, guest parking, and office renovations
- Develop a billboard campaign in the St. Louis area in cooperation with the Convention and Visitors Bureau

PRIORITY 3: PROVIDE SERVICE TO THE REGION

REGIONAL DEVELOPMENT, REGIONAL INFORMATION, REGIONAL CULTURE

- With the Mobile Learning Lab, provide cultural, historical, and scientific exhibits and learning opportunities for students in our service region
- Inaugurate and market a Web-based Bachelor of General Studies program in cooperation with St. Louis Community College
- Begin renovation of the First Baptist Church education building for use as a business incubator
- Complete the master plan for development of a research park at the University Farm site
- Continue expanding research partnerships between Southeast, other universities, and area businesses with oversight by the Missouri Research Corporation
- In support of Missouri Research Corporation initiatives, establish an environmental trace laboratory
- Establish operating procedures, accounting systems, and other functions for the newly formed subsidiaries of the Missouri Research Corporation

PRIORITY 4: ENHANCE THE UNIVERSITY COMMUNITY

MEETING STUDENT, FACULTY AND STAFF NEEDS, DIVERSITY AND LEADERSHIP, COMMUNITY BUILDING

- Implement the Advancement and Finance modules of the SCT Banner system and first phase of Student Records module, develop a training plan and manuals and begin training on SCT Banner
- Develop a convenience store (C-store) in the University Center
- Redesign the layout of the second and third floors of Kent Library to be more student-centered
• Retire the "Indians" and "Otahkians" athletic nicknames with appropriate ceremonies and implement the new "Redhawks" nickname, including design of logos and mascots
• Move into the new athletics-academics support center in the First Baptist Church property
• Develop basic emergency operations standards for area higher education centers
• Enhance availability of parking for permit holders by implementing booting procedure for repeat violators
• Develop a process for implementing a co-curricular transcript
• Review the mid-term grades program
• Expand tutorial support via development and implementation of online tutorial services
• Build on strategic plan initiatives and priorities designed to reduce high risk drinking and improve academic persistence
• Review and revise the Dining Services RFP for re-bid in 2006
• Move Residence Life to a model in which staff focus more time on student success
• Plan academic and learning enrichment support initiatives in residence halls
• Develop bids for a possible future wireless communication package for students
• Evaluate ID card options and implement new ID card system as appropriate
• Enhance Recreational Sports outdoor programming
• Study feasibility of an aquatic center for Recreational Sports
• Plan for 100th anniversary of Academic Hall opening for 2006

PRIORITY 5: WISE STEWARDSHIP AND QUALITY INFRASTRUCTURE

INFORMATION TECHNOLOGY, RESOURCE MANAGEMENT FACILITIES, WORK ENVIRONMENT, GOVERNANCE

• Finalize construction documents and begin construction on the River Campus project
• Complete and open new student organization space at the University Center, second floor, and finalize design of third floor spaces
• Partner with Chartwells for renovation of the University Center entrance and C-store
• Continue transit way development
• Finalize plans and begin construction of a reconfigured Broadway-Henderson intersection
• Establish a Web portal and promote its use by students
• Complete sale of Missouri Development Finance Board tax credits for the River Campus
• Research and develop plans to place advertising on shuttles
• Conduct a major planning effort for beautification of the campus, with special emphasis on the central campus corridor
• Remove old KRCU tower and replace with a new communications tower in a different location
• Begin update of the Campus Master Plan
• Increase the number and size of major and planned gifts utilizing the moves
management process

- Complete River Campus Funding including fully subscribing $1 million in 2004 tax credits
- Conduct development audit as an element of a campaign readiness study for a possible successor campaign
- Fully engage deans in the moves management process to build endowments and fund college initiatives
- Conduct readiness study and implement appropriate campaign strategy to raise funds for the expansion of Southeast Public Radio to the Farmington/Park Hills area
- Increase the number of volunteers (particularly Foundation board members) involved in the fund development process
- Identify and recommend multiple streams of income to alternatively fund Foundation operations
- Advance the University Farm development initiative and identify appropriate property as required by the future academic mission of the farm operation