



# 2022-30 STATEWIDE STRATEGIC AGENDA

## INSTITUTIONAL ANNUAL UPDATE

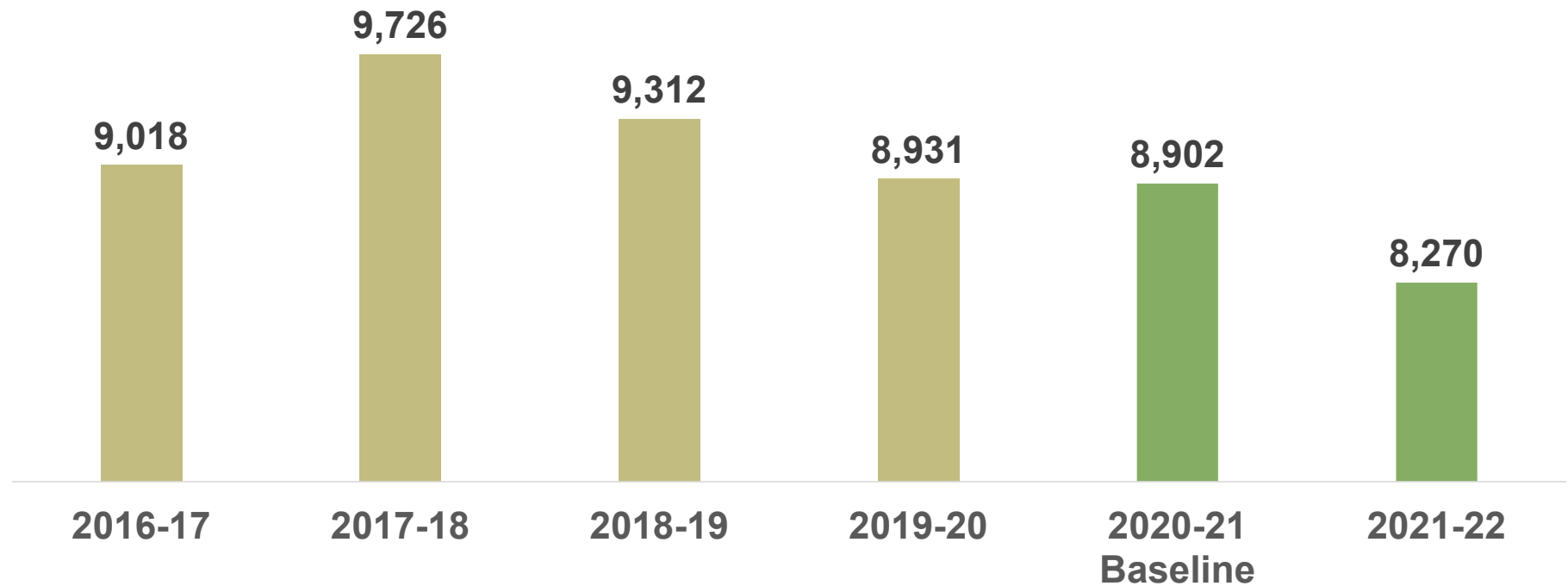
Morehead State  
University

June 9, 2023



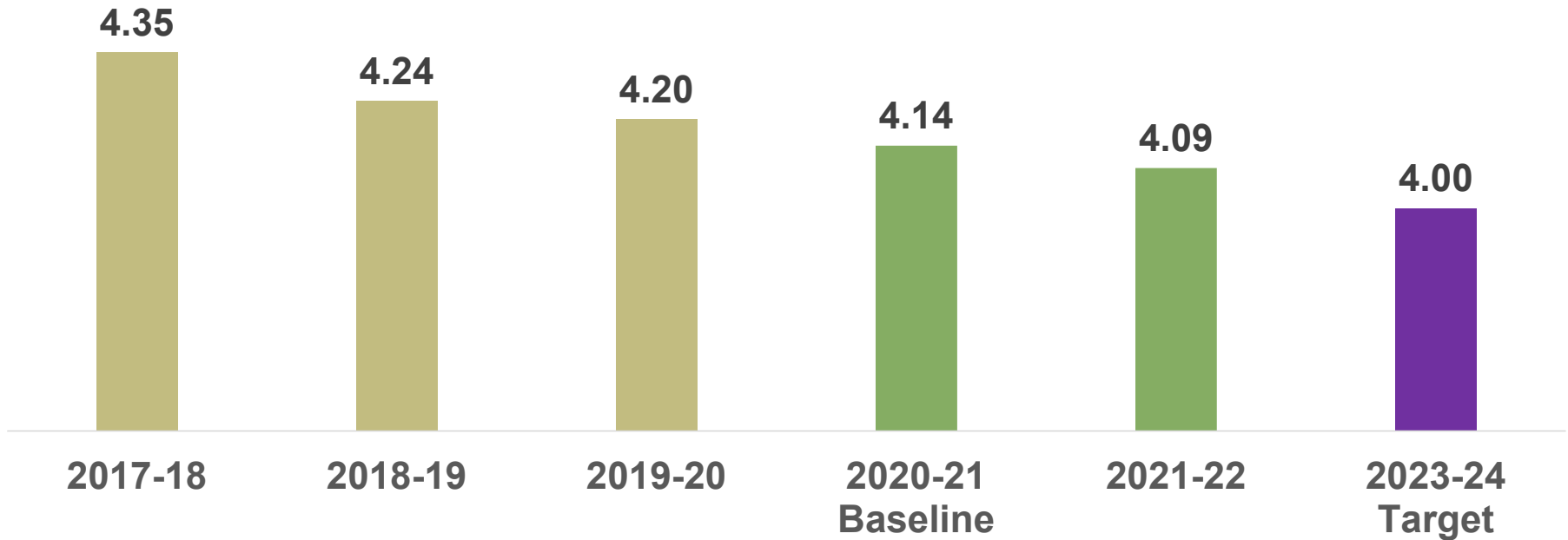
## KEY PERFORMANCE INDICATORS -- AFFORDABILITY

**Unmet Need:** Average amount students must pay out-of-pocket after all financial aid and expected family contributions



## KEY PERFORMANCE INDICATORS -- AFFORDABILITY

**Time to Degree:** Average number of academic years students are enrolled prior to degree completion



# MSU'S KEY STRATEGIES ON AFFORDABILITY

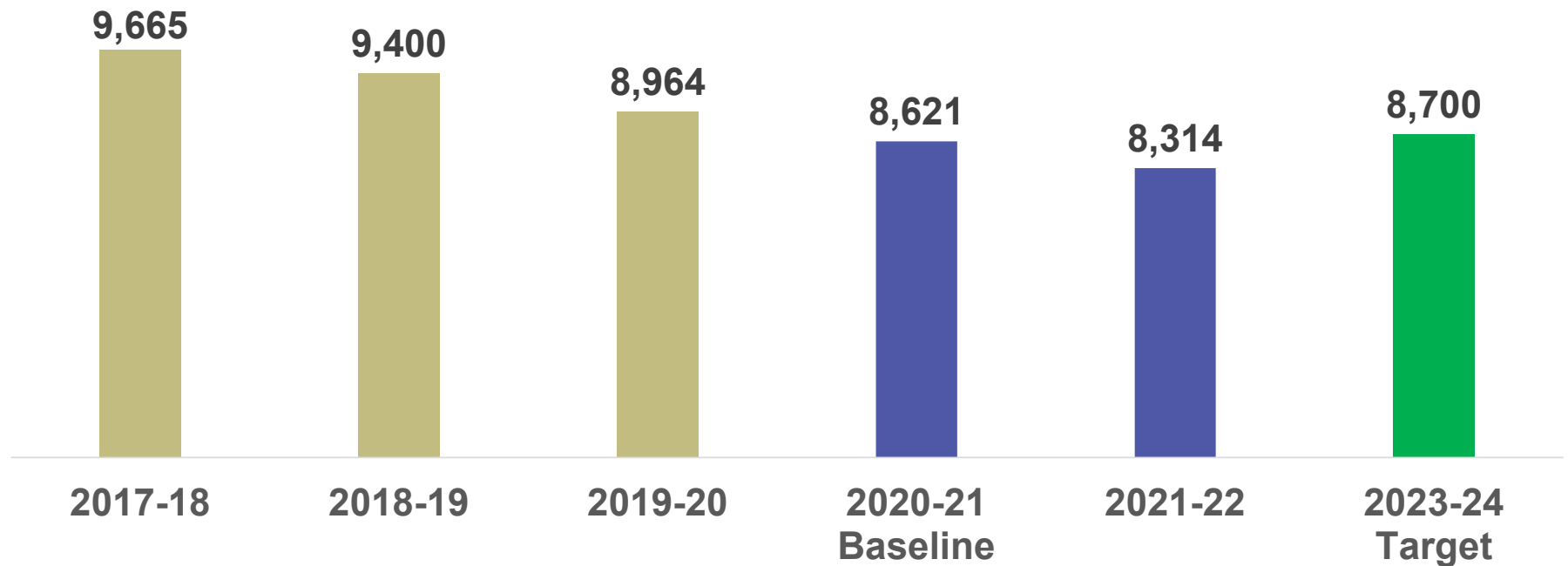


- Competitively position the University among regional comprehensive universities with respect to cost of attendance. – **Our goal is to keep our tuition one of the lowest in the state.**
- Conduct a comprehensive campaign focused on raising funds for student scholarships
- Optimize the University's student scholarship program to enhance enrollment including that of out-of-state and international students. This includes both merit and need-based scholarships like the Eagle Assurance scholarship.

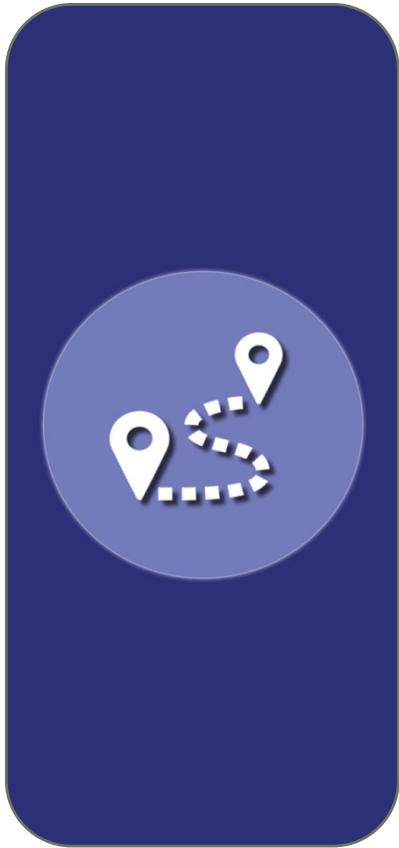
# KEY PERFORMANCE INDICATORS -- TRANSITIONS

## Undergraduate Enrollment:

Total unduplicated number of students who enroll in an undergraduate program offered by one of Kentucky's public colleges or universities in an academic year, either full-time or part-time.



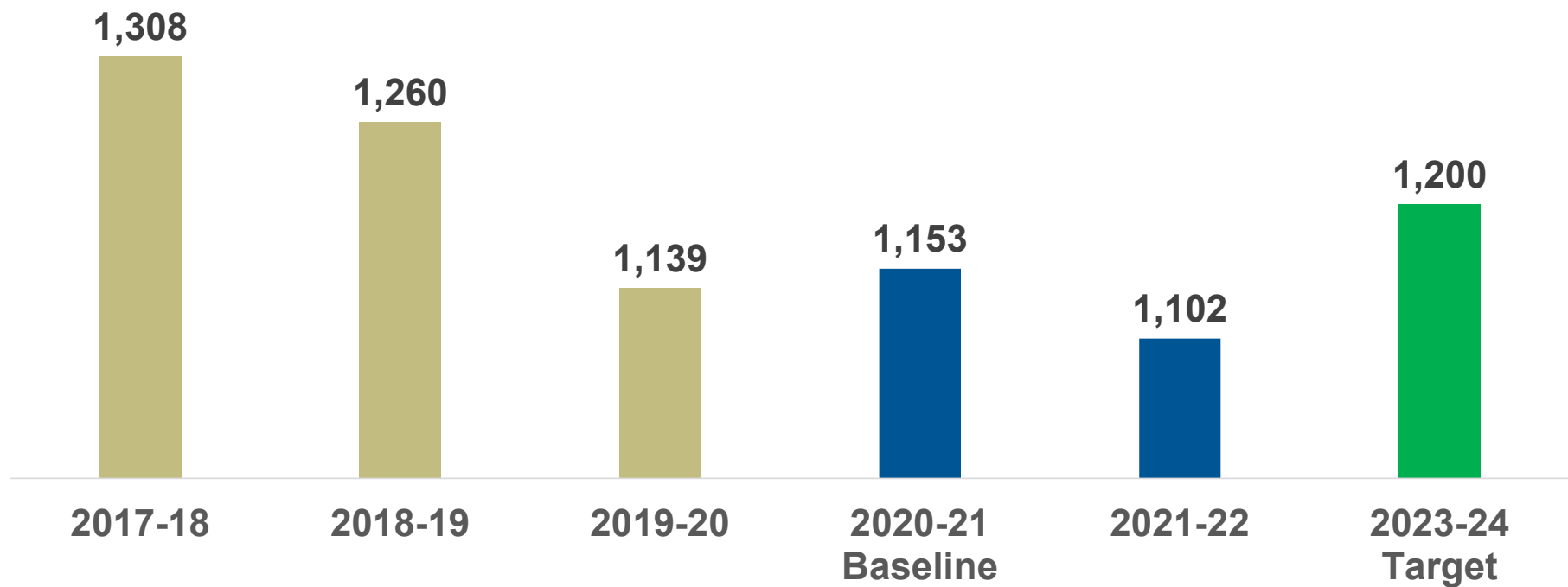
# MSU'S KEY STRATEGIES ON TRANSITIONS



- Identify and address the educational needs of our service region through regional education and outreach programs, including TRIO, Upward Bound, Talent Search, and the Educational Opportunity Center. These programs work with community partners to provide numerous services, including preparing students for postsecondary work.
- Increase the matriculation of students participating in the Eagle Scholars program (high school dual credit) through more frequent and planned contact with university faculty/staff.

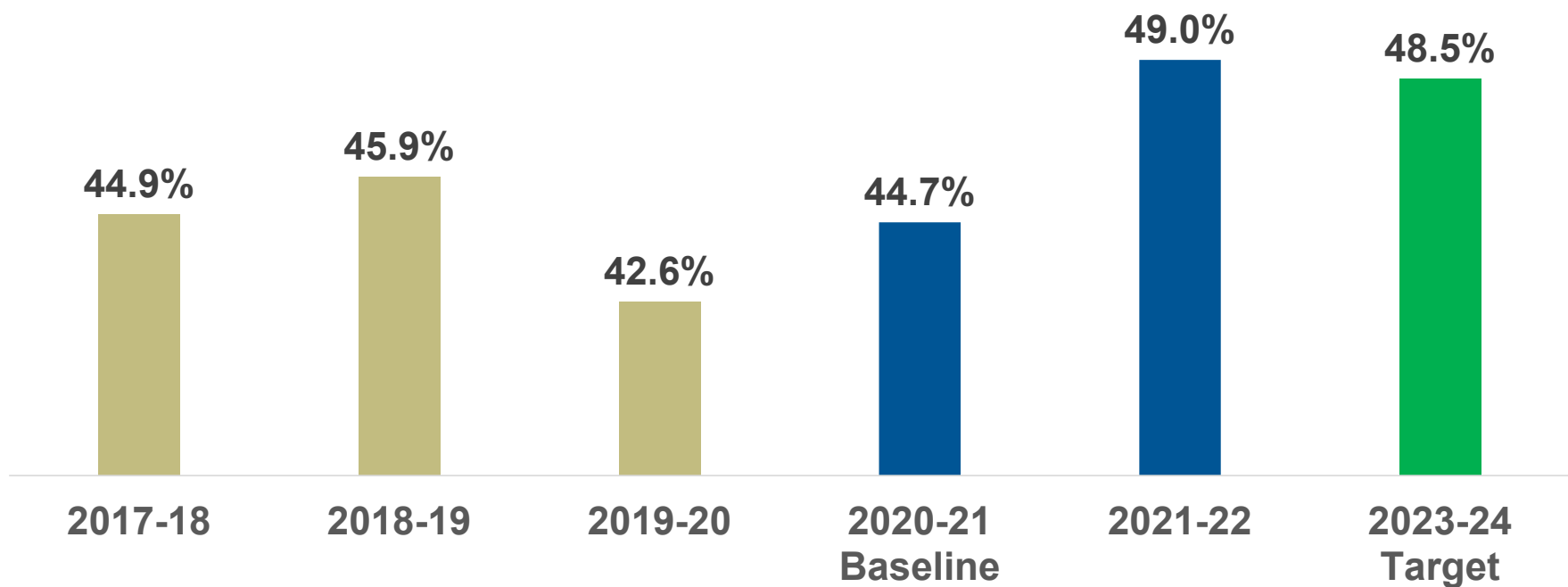
## KEY PERFORMANCE INDICATORS -- SUCCESS

**Degrees and Credentials:** Number of undergraduate degrees awarded in an academic year.



## KEY PERFORMANCE INDICATORS -- SUCCESS

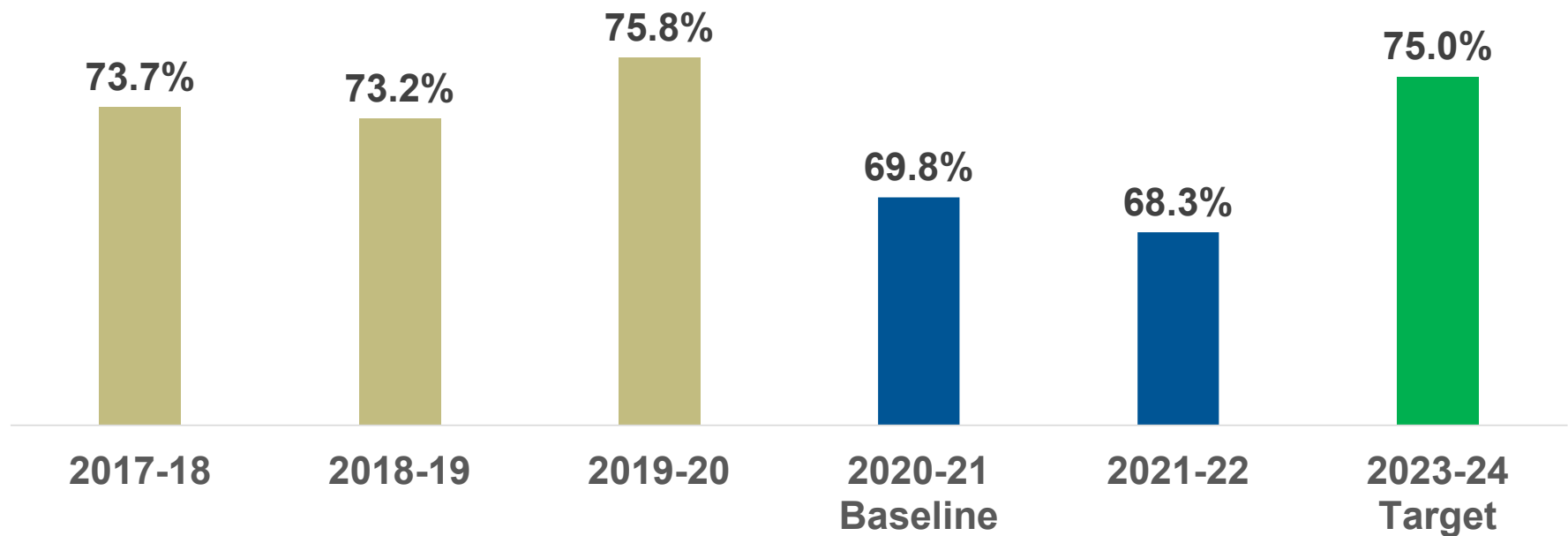
**Graduation Rate:** Percentage of first-time, full-time degree-seeking students who receive an undergraduate degree within 6 years





## KEY PERFORMANCE INDICATORS -- SUCCESS

**Retention Rate:** Percentage of first-time, degree- or credential-seeking students enrolled in the summer or fall of their first year who are still enrolled at the same institution the following fall.



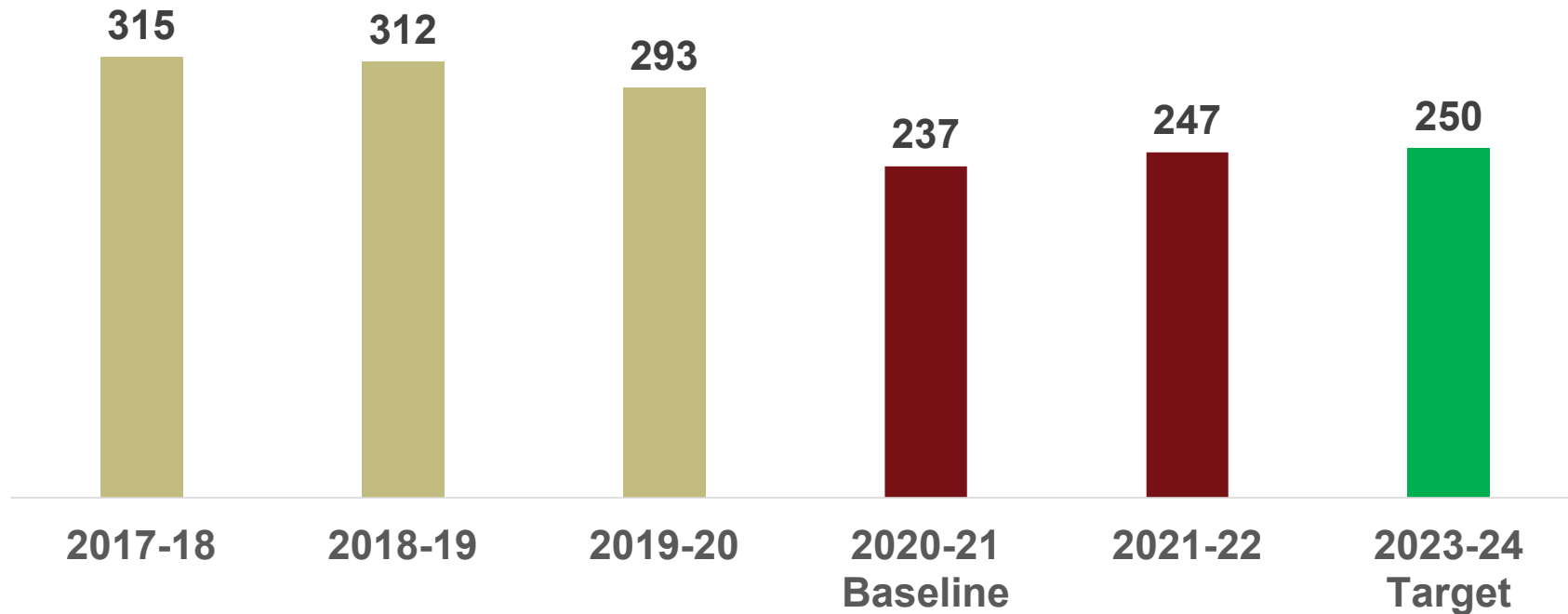
# MSU'S KEY STRATEGIES ON SUCCESS



- Increase the number of transfer students from KCTCS through an expansion of articulation/transfer agreements.
  - We have new agreements with our local KCTCS colleges to ease the transfer.
- Evaluate current academic program offerings and maintain programs that are consistent with MSU's mission, grow high-quality programs and develop new programs that produce successful graduates.
  - We have worked internally to streamline the curriculum and to decrease the time/hours to degree.

## KEY PERFORMANCE INDICATORS -- TALENT

**Graduate and Professional Degrees:** Total number of graduate/professional degrees awarded in an academic year.



# MSU'S KEY STRATEGIES ON TALENT



- Implement high-impact learning practices (e.g., internships/practicums, clinical experiences, student research projects, study abroad, service learning, mentorships), with a goal for all undergraduate students to participate in at least one high-impact activity.
- Identify and address the educational needs of our service region via the regional education and outreach program, Small Business Development, which helps small businesses learn the basics of owning and running a business.
- Installation of second satellite for the Space Science Center.

## MSU'S KEY STRATEGIES ON VALUE



- Enhance the promotion of MSU as a highly respected university for learning and working, and continue to cultivate our reputation of excellence.
- Allocate support and resources to promote MSU's reputation (internally and among peer institutions) in academic excellence and student success.
- Strengthen student success by cultivating increased private financial support for scholarships, experiential education, learning spaces, awards and fellowships.

