



Affordability



Transitions



Success



Equity



Talent



Value

# HIGHER EDUCATION *Matters*

A Campus Action Plan for  
Eastern Kentucky University

2022-2024



# AFFORDABILITY

## Objectives, Strategies & Targets

### **1. Reduce financial barriers to college enrollment and completion.**

- 1a. Package financial aid to support the University's mission as a School of Opportunity. (Measure: Annual review of financial aid awards to analyze acceptance rates, class dynamics and adherence to budget priorities.)
- 1b. Implement a strategic budget process aligning with strategic plan priorities. (Measure: Annual review of strategic budget priorities for cost minimalization and resource allocation to support its mission as a School of Opportunity.)
- 1c. Maintain campus infrastructure, evidenced by the execution and completion of work orders, to reduce costs of catastrophic losses and increased emergency maintenance costs. (Measure: Annual review of deferred maintenance program to proactively maintain critical infrastructure pieces to reduce emergency maintenance costs.)
- 1d. Via housing and residence life, continue to offer housing scholarships for identified students that have a financial need preventing them from living on campus. (Measure: Annual review of housing awards.)

### **2. Improve the public's understanding of how to pay for college.**

- 2a. Provide personalized, timely and quality service regarding OSS to university stakeholders via central student services. (Measure: Annual review of customer-service metrics, including email and phone volume, and OSS communications for timeliness, accuracy, and responsiveness.)



# TRANSITIONS

## Objectives, Strategies & Targets

### 3. Increase students' readiness to enter postsecondary education.

- 3a. Increase the number of dual credit partners in the region. (Measure: Annual review of the number of dual credit partners as measured by dual credit academic agreements.)
- 3b. Expand opportunities for engaging K-12 learners in college preparation and exploration programs. [Measure: Annual review of K-12 programming (natural areas, summer bridge, summer camps, etc.)]
- 3c. Create a new comprehensive digital presence aimed at supporting student interest and understanding of postsecondary opportunities at EKU. (Measure: Annual review of digital analytics and focus group feedback.)

### 4. Increase enrollment in postsecondary education.

- 4a. Develop and implement a new strategic enrollment plan. [Measure: Annual review of enrollment metrics and collaborative practices (yield, enrollment, progression, completion, etc.)]
- 4b. EKU's Center for Inclusive Excellence and Global Engagement will collaborate with campus partners to offer programming and provide consultation to recruit students and to increase retention and sense of belonging for historically marginalized students. (Measure: Annual review of URM and low-income student success metrics.)



# SUCCESS

## Objectives, Strategies & Targets

### **5. Increase persistence in and timely completion of postsecondary programs.**

- 5a. Collaborate with university and other institutional partners to identify student needs in Kentucky and experiment with implementation of student success projects. (Measure: Annual review of leading-edge student success projects and collaboration with university and external partners.)
- 5b. Identify and promote efforts to support progression and program completion. (Measure: Annual review of retention, progression, and completion rates.)
- 5c. Provide mental health services that empower students to make and sustain positive life changes that promote lifelong wellness. (Measure: Annual review of CCAPS scores to track change between each clinical contact.)

### **6. Maximize transfer of academic and experiential credit.**

- 6a. Streamline the review of academic credit to support transfer students' timely admission and enrollment and progress towards degree. (Measure: Annual review of transfer of credit metrics.)
- 6b. Support student transfer opportunities by concretizing program pathways. (Measure: Annual review of number of partners and numbers of program pathways.)

### **7. Ensure academic offerings are high-quality, relevant and inclusive.**

- 7a. Provide transformative experiences for students through events, activities, support services and engagement opportunities. [Measure: Annual review of student engagement assessment results (via focus groups, surveys, and attendance).]
- 7b. Create dynamic environments for innovation in teaching and learning by delivering programming for faculty that promotes educational excellence. (Measure: Annual review of innovative teaching, learning, and educational development programming for current practices, application and impact.)
- 7c. ECU Outreach and Engagement will modernize facilities infrastructure and diversify program offerings to continue to create safe, welcoming and engaging environments. (Measure: Annual review of training facilities and technology, event infrastructure, and program offerings.)
- 7d. Continue to examine program demand and effectiveness through the existing, rigorous Academic Program Review process. (Measure: Annual review of academic programs and resulting actions driven by economic data.)





## **TALENT**

### **Objectives, Strategies & Targets**

## **8. Improve the career outcomes of postsecondary graduates.**

- 8a. Expand the corporate educational partnership program to more employers and students. (Measure: Annual review of the numbers of partnerships and students.)
- 8b. Strengthen campus-based career advising through professional development of career and academic advisors. (Measure: Annual review of the numbers of advisors participating in professional development and the implementation of new initiatives.)
- 8c. Conduct an evaluation of current career advising programs and activities to identify new directions for work-based learning and career relevant experiences. (Measure: Creation of a comprehensive report of current practices.)

## **9. Increase research and service to support strong communities and economies.**

- 9a. Pursue innovative community partnerships that jointly advance the needs of the both the University and local community. (Measure: Annual review of established partnerships and outreach metrics with state and federal policymakers.)
- 9b. Identify economic trends and growth opportunities through the adoption of an updated program proposal process. (Measure: Annual review of the number of new proposed programs driven by Kentucky economic indicators.)



## VALUE

### Objectives, Strategies & Targets

## 10. Increase public belief in the power of postsecondary education.

10a. Create a new comprehensive digital presence aimed at supporting student interest and understanding of postsecondary opportunities at EKU. (Measure: Annual review of digital analytics and focus group feedback.)

10b. Regularly assess alumni regarding overall satisfaction and recommendations, program experience, continuing education, and employment and career satisfaction. (Measure: Annual review of survey results.)

## 11. Build support for greater investment in postsecondary education.

11a. EKU Development and Alumni Engagement will implement a new CRM to facilitate fundraising and engagement. (Measure: Conduct an analysis of the previous capital campaign and write fundraising goals based on strategies and initiatives identified by EKU.)



# TARGETS

## Key Performance Indicators

Key Performance Indicator	Baseline	Target
Time to Degree	4.17	4.0
Undergraduate Enrollment	12,070	12,250
Undergraduate Degrees/Credentials	2,406	2,500
Graduate Degrees	827	900
Retention Rate	73.9%	77.0%
Graduation Rate	52.3%	56.0%

**This document is ECU's Campus Action Plan, which details how the institution will carry out the objectives of the statewide strategic agenda, "Higher Education Matters." This plan also includes campus targets for key performance indicators.**

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