Affordability

Transitions

Success

Equity

Talent

Value

HIGHER EDUCATION *Matters*

A Campus Action Plan for
Morehead State University

2022-2024

AFFORDABILITY
Objectives, Strategies & Targets

1. Reduce financial barriers to college enrollment and completion.

1a. Improve the process for identifying students with financial need near degree completion and distribute funds to them and monitor their progress more effectively.

1b. 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.

1c. Increase investment in merit-based scholarships for deserving Craft Academy, Governor's Scholars, Governors School for the Arts, Governors School for Entrepreneurs and other gifted student high school program participants, specifically targeting those students who have attended programs at MSU.

1d. Competitively position the University among regional comprehensive universities with respect to cost of attendance. Our goal is to remain among the lowest priced universities in the state.

1e. Evaluate and develop alternatives to effectively manage the University's rising pension costs. Savings would be passed on to students via stabilizing tuition and fees costs.

1f. Conduct a comprehensive campaign focused on raising funds for student scholarships.

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

2a. Increase the matriculation of students participating in the Eagle Scholars program (high school dual credit) through more frequent and planned contact with MSU faculty/staff, including faculty/staff visits to each program or school, as well as high school students touring the MSU campus each year. Eagle Scholars participants have access to the same MSU services as residential students, including academic advising, early orientation, early scholarship awards and access to financial aid counselors.

2b. 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 engage community partners to provide numerous services, including information on how to pay for college.

TRANSITIONS
Objectives, Strategies & Targets

3. Increase students' readiness to enter postsecondary education.

3a. 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.

3b. Ensure Morehead's teacher preparation programs are producing an adequate number of high-quality, effective educators.

3c. Provide high school students in our region with opportunities for career exploration and college planning, with a means to illustrate their academic and leadership experiences throughout their educational career.

4. Increase enrollment in postsecondary education.

4a. Expand recruitment pipelines and strengthen connections to under-represented minority populations by visiting high schools with higher URM populations, increasing minority scholarship funding, developing stronger relationships with Black Achievers programs in larger cities and developing a new multi-cultural showcase on campus.

4b. Use predictive analytics to identify and guide student recruitment practices.

4c. 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.

4d. Optimize the university's student scholarship program to enhance enrollment, including that of out-of-state and international students. Morehead has implemented new recruitment strategies in the bordering states of West Virginia and Tennessee to increase our enrollment.

SUCCESS
Objectives, Strategies & Targets

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

5a. Support the overall success and retention of a diverse student body by creating and implementing a sophomore experience and creating a communication plan that incorporates campus-wide usage of an interactive calendar. This increases student responsiveness and involvement and leads to increased retention/completion.

5b. Use predictive analytics to proactively identify "at risk" students to aid in retention.

5c. Allocate adequate resources, both financial and personnel, to provide co-curricular experiences outside of the classroom including campus life, the arts and diversity/multicultural events. Research shows that students involved in campus life are more successful academicaly, thus leading to increased retention/completion.

6. Maximize transfer of academic and experiential credit.

6a. Increase the number of KCTCS transfer students by expanding articulation/transfer agreements.

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

7a. Offer courses that are of high quality, grounded in theory, and delivered with excellent pedagogy.

7b. 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.

7c. Increase tenured and tenure-track faculty diversity through intentional recruiting approaches/practices.

7d. Recruit, retain and reward well-qualified faculty and staff with inclusive and diverse mindsets in thought and practice with a strong affinity for interacting with students. Provide diversity, equity, and inclusion training to faculty and staff. Actively engage with nationally based affinity groups when recruiting new faculty and staff.

TALENT
Objectives, Strategies & Targets

8. Improve the career outcomes of postsecondary graduates.

8a. 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.

8b. Provide opportunities for career exploration and planning, with the means for students to illustrate academic, engagement and leadership experiences throughout their educational careers.

8c. Evaluate and improve student employment experiences via career services to ensure meaningful work experiences.

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

9a. Provide strategic engagement and service to address regional needs through strengthened and expanded partnerships.

9b. Coordinate and focus initiatives to support regional outreach.

9c. Identify and support economic development opportunities to improve the standard of living in Eastern Kentucky.

9d. 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.

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

10a. Enhance the promotion of MSU as a highly respected university for learning and working, and continue to cultivate our reputation of excellence.

10b. Allocate support and resources to promote MSU's reputation (internally and among peer institutions) in academic excellence and student success.

10c. Help promote CPE's Higher Education Matters statewide campaign.

11. Build support for greater investment in postsecondary education.

11a. Strengthen student success by cultivating increased private financial support for scholarships, experiential education, learning spaces, awards and fellowships.

11b. Clearly identify and communicate MSU's distinctive attributes to attract students, donors, faculty, staff, and education and industry partners.

Key Performance Indicator	Baseline	Target
Time to Degree	4.14	4.0
Undergraduate Enrollment	8,621	8,700
Undergraduate Degrees/Credentials	1,153	1,200
Graduate Degrees	237	250
Retention Rate	69.8%	75.0%
Graduation Rate	44.7%	48.5%

This document is Morehead State University'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 targets for
key performance indicators.

March 2022
Correction made March 2024