

# Murray State Strategic Priorities

## University Vision

To build on our reputation as one of the best student-centered comprehensive universities in America

## University Priority

Provide a High Quality Undergraduate Education with Integrated Graduate Programs



**MURRAY STATE**  
UNIVERSITY

*Opportunity afforded*

### Retention and Graduation Initiatives

Measure	Current	Status	FY 2017
(SS 1.1) Increase 6-year grad rate	FY15 - 49%		48%
(SS 1.3) Increase 18-county recruitment	Fa15 - 590		FY 17-2% increase
(SS 1.4) Increase transfer students	FY15 - 866		Fa 17 - 900
(SS 1.5) Increase KY metro enrollment	Fa15 - 560		Fa 17- 500 (not Oldham)
(SS 1.6) Increase 1st-year retention rate	Fa15 - 71.8%		Fa 17- 74.6%
(SS 1.9) Maintain international number	Fa15-775		Fa 17-708
(SS 1.11) Increase minority graduation rate	2009 Cohort - 37%		2011 Cohort- 39.25%
(AE 1.8) Increase STEM-H Degrees	FY14 - 749		936

### Academic Rigor

Measure	Current	Status	FY 2017
(SS 1.8a) Increase average ACT	FY15 - 22.6		24.1
(SS 1.8b) Increase students at top 25%	FY15 - 45.4%		50%
(SS 1.8c) Increase GSP/GSA/CHA	FY 15-40/10/40		40/12/52
(SS 4.5 / SS 4.6) Implement tiered enrollment system / advising	In Process		<b>Shift to Tiers 1-3</b>
(SS 4.2) Reduce unprepared freshman	In Process		Below 535
(SS 4.2) Increase grad rate of students needing developmental courses	2008 Cohort - 36.6%		1% with tutoring
(RSCA 2.1) Increase student scholarly projects	Base - 1,581		1600

### Academic Relevance

Measure	Current	Status	FY 2017
(AE 1.7) Formal SWOT analysis of academic programs	Rubric Developed		COEHS done
(AE 2.3) Marketing plan recruit and retain	Plan Developed		Enrollment support; Capital Campaign Plan
(AE 4.2) Implement tuition model	Adopted		Review of impact
(AE 3.3) Compensation Study	In Process		Consultant hired
(AE 4.1) Deferred maintenance	\$1 million		\$1 million
(AE 4.3) Increase private funding	FY16 - \$5.8 million		\$6.093 million

### Career Connections

Measure	Current	Status	FY 2017
(SS 4.1) Increase completion rate of experiential learning projects	Under Review		1 <sup>st</sup> phase of EDGE
(SS 4.3) Enhance career service strategies	In Process		Monitor placements
(CE 2.2) Develop regional economic data center	In Process		Pilot program for data
(CE 3.1) Conduct economic impact study	In Process		DONE - distribution goal
(CE 1.1) Partner with community colleges to increase educational attainment	FY15 - 15.6%		15.6%

Four Initiatives

Academic Excellence

Student Success

Research, Scholarship and Creative Activities

Engagement

limited progress

moving forward

almost completed