

Strategic Plan

Mission

Vincennes University develops people and enhances communities through accessible, high-quality educational programs, strategic partnerships, and active engagement.

Vision

Vincennes University is a premier learning institution, widely recognized for leadership in innovation and delivery of successful educational experiences.

A broad range of program offerings and a commitment to superior service ensure the University's role as an important link in Indiana's economic and cultural vitality.

VU is a diverse community whose members all share responsibility for support the University mission and are respected for their contributions.

Values

1. Personal growth and academic excellence for our students, faculty, and staff.
2. Collaborative relationships with our stakeholders and communities.
3. An environment that encourages open dialogue and cooperation.
4. Continuous improvement through data-informed planning and evaluation.
5. Cultural enrichment, diversity, and individual freedom.

Strategic Priorities

1. Enhance Enrollment and Recruitment Efforts
2. Emphasize Partnerships with Industry, K-12, and Higher Education
3. Improve Student Retention and Success
4. Cultivate Internal and External Resources
5. Identify and Investigate Opportunities to Establish New Programs and Enhance Existing Programs
6. Develop and Implement a Communication Strategy that Promotes and Reinforces VU's Role and Identity with Indiana and Elsewhere

Priorities and Related Activities

Strategic Priority One: Enhance Enrollment and Recruitment Efforts

Objectives:

1. Increase recruitment activities outside of Indiana
2. Grow program specific recruitment activities
3. Increase Baccalaureate enrollment
4. Increase enrollment in alternative delivery method programs

Strategic Priority Two: Emphasize Partnerships with Industry, K-12, and Higher Education

Objectives:

1. Expand work-based learning programs and opportunities
2. Strengthen and enhance roles of advisory councils at all levels
3. Grow number of students enrolled in 2+2 programs with guaranteed admission at partner institutions
4. Leverage distance education in Business and Industry programs
5. Develop events and activities that reinforce and recognize partnerships
6. Develop new models and pathways to enhance attendance and completion in conjunction with our dual credit partners and programs in Project EXCEL and Early College

Strategic Priority Three: Improve Student Retention and Success

Objectives:

1. Develop system-wide CRM to better track prospective, current and former students
2. Enhance and expand Summer Bridge and related programs
3. Offer structured first-semester experience to enhance orientation of entering students (could include student mentoring)
4. Redesign tutoring and related academic support programs to increase student access and utilization
5. Continue refining student profile and TAPS early warning system; develop appropriate interventions and supports
6. Increase and enhance “transfer back” partnerships with higher education peers

Strategic Priority Four: Cultivate Internal and External Resources

Objectives:

1. Enhance on-boarding of new faculty and staff
2. Enhance current professional development and training programs
3. Augment program review process to include periodic assessment of external factors
4. Grow development capacity and increase fundraising in partnership with VU Foundation
5. Develop more sophisticated framework for identifying and pursuing grant opportunities
6. Increase net revenue from non-general fund operations

Strategic Priority Five: Identify and Investigate Opportunities to Establish New Programs and Enhance Existing Programs

Objectives:

1. Strengthen and enhance roles of advisory councils at all levels
2. Leverage relationships with higher education partners to establish first two years of potential new 2+2 programs
3. Augment program review process to include periodic assessment of external factors
4. Develop and put into practice clear processes for starting/ending programs based on workforce demands

Strategic Priority Six: Develop and Implement a Communication Strategy that Promotes and Reinforces VU's Role and Identity with Indiana and Elsewhere

Objectives:

1. Develop and deploy new branding campaign
2. Develop marketing plan that expands current presence across Indiana, in neighboring states, and internationally
3. Redesign and launch of website with increased capacity for creating and maintaining content
4. Leverage alumni to promote VU and recruit students

Approved by the Vincennes University Board of Trustees at its February 14, 2017, meeting.