



Strategic Plan Implementation Matrix

FOCUS AREAS - AE= Academic Excellence, A=Affordability, S=Sustainability, CFI = Campus Facilities and Infrastructure, SRU=Student Ready University

FOCUS	STRATEGY	TACTIC	CHAMPION	TIMEFRAME	BUDGET	BUDGET SOURCE	STATUS/NOTES
AE	Elevate Teaching and Learning Through Ongoing Faculty Development and Academic Mentorship of Students	Scholars Day and other Scholarly Mentorship					
		Faculty Development					
		Department Chair Training and Mentoring					
		Adjunct Utilization Rate					
AE	Expand Academic Programs to include Allied Health, Hospitality and Technology	Allied Health					
		Hospitality					
		Technology					
AE	Enhance Relationship Building and Collaboration	Provide Opportunities for Campus Leaders and All Constituencies to Collaborate in University Governance					
A	Expand Revenue from Non-Tuition Sources Through Enhanced Grant Writing and Fundraising	Continue to Expand Scholarship Opportunities Through Fundraising					
		Full-Time Grant Writer					
		Capital Campaign					
		Giving Day or Giving Week					
		Estate Giving Program					
A	Reduce Ancillary Costs to Students Through a Textbook Affordability Project	Textbook Affordability					Suggested Cost Per Capped at \$250.
		Textbook Access					
		Open Education Resource Development					
S	Become a Choice Employer and Promote Recruitment and Retention by Expanding Work/Life Benefits	Expand Available Funding for Faculty and Staff Development and Travel					
		Full-Time Remote Faculty and Staff					
		Staff and Faculty Housing					Options for more permanent Faculty/Staff Housing Program
		Greater Flexibility for Part-Time Telework					

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S	Become a Choice Employer by Ensuring Salary Competitiveness	Achieve Compensation Enhancements Through Shared Governance					Faculty Salary Card Working Group/Staff Senate Compensation Request, Suggested establishment of a \$15 baseline minimum wage, Suggested enhancement of overload compensation
		Increase Faculty and Staff Longevity					
		Enhance Access to Work Study Campus Jobs					
S	Promote Student and Employee Retention Through a Sustainable and Welcoming Campus Environment	Improve and Sustain a Welcoming Campus Workplace Climate					
		Promote a Multicultural and Welcoming Campus					
		Broader Vacancy Advertising					
S	Grow Enrollment by Enhancing the Attractive Qualities of the University	High Quality Online Instruction					
		Recruit the North Texas and Arkansas Areas More Intentionally					
		Grow the International Student Population					
		Connectedness for Online Students					
		Course-Sharing					
		Continue to Develop Partnerships					
		Micro-Credentialing and Badging					
CFI	Implement the Campus Master Plan	Master Plan Philosophy					
		Develop Priorities Based on the Master Plan					
		More Creativity Spaces and General-Purpose Spaces					
CFI	Emphasis on Physical Accessibility	Campus wide ADA Accessibility Audit					
		Expanded Technology Access					Suggested implementation of a 24-hour computer lab
CFI	Enhance Campus wide Building Access Security	Implement Building Access Control Systems					

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SRU	Emphasis on Digital Accessibility	Accessibility a Priority Expansion of Technology Support					Suggested implementation of 24-hour technology support
SRU	Promote Student Retention and Persistence Through Relationship Building and Personal Growth	Expand Advising					
		Mentorship					
		Expand Tutoring					
		Enhance Vibrancy of Student Organizations					
SRU	Seek to Enhance Services and Opportunity for Mental Health Needs	Evaluate the Mental Health Services Landscape					