

## Goal 1 | Student Access and Success

### Objective 1.1

Increase enrollment through targeted recruitment efforts, and will ensure long-term stability of the university by maintaining enrollment.

### Objective 1.2

Expand and strengthen academic programming and services that address specific needs of ASU students.

### Objective 1.3

Enhance its collegiate environment to facilitate students to persist and achieve their goals of transfer, degree and certificate completion.

## Goal 2 | Institutional Sustainability and Responsible Stewardship

### Objective 2.1

Ensure affordability for students by containing costs and optimizing efficiency across the institution.

### Objective 2.2

Implement best practices that strengthen programs and services to address the learning needs of students.

### Objective 2.3

Expand the university resource base by cultivating new avenues of funding and pursuing opportunities to enhance existing resources.

### Objective 2.4

Forecast student population trends to better predict future enrollment.

### Objective 2.5

Create university master facilities plan.

## Goal 3 | Partnerships and Economic Competitiveness

### Objective 3.1

Build relationships with targeted community organizations to assist with entrepreneurship and service opportunities.

### Objective 3.2

Engage regional health career partners to determine prevalent health challenges of Southwest Georgia.

### Objective 3.3

Create opportunities for engagement with alumni.

### Objective 3.4

Expand ASU's brand and prominence in the community through cultivation of effective partnerships and collaboration with business, industry, education, governmental, and service organizations.

### Objective 3.5

Increase competitive grant funding.

### Objective 3.6

Increase cultural engagement opportunities for faculty and staff.

### Objective 3.7

Assess the strength of graduates' skills needed to be competitive in the workforce for the Southwest Georgia market, as well as nationally.

## Goal 4 | Leadership

### Objective 4.1

Development and retention of qualified administrators and staff by providing professional development opportunities that promote excellence in pursuit of professional responsibilities and transformational leadership; enhance student experience and learning.

### Objective 4.2

Provide professional development opportunities for faculty that expand on their understanding of transformative leadership, teaching, research and public service.

### Objective 4.3

Promote student leadership and development opportunities.

### Objective 4.4

Identify and develop campus-wide performance expectations that support an emerging and innovative institution of higher education. These expectations will support first class engagement with all constituents, especially our student body.

### Objective 4.5

Continually evaluate how we are performing based on identified performance expectations, student, alumni, peer and community feedback.

### Objective 4.6

Promote a standard of excellence.