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NKU'S 2019-2022 STRATEGIC FRAMEWORK





TODAY'S AGENDA

- 1. Introductions
- 2. Framework Process
- 3. Mission, Vision, and Values
- 4. Student Success Pillars, Goals, and Objectives
- 5. Planning, Metrics, and Outcomes



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FRAMEWORK PROCESS



FRAMEWORK DESIGN PRINCIPLES

- Create a highly collaborative, transparent process that engages and empowers faculty, staff, students, and the community to action
- Foster an environment based on prudent risk-taking and acceptance of failure
- Communicate frequently and celebrate successes
- Align resources, structures and incentives for strategy execution



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FRAMEWORK DESIGN DELIVERABLES

- Engage with the campus and external community
- Gather qualitative and quantitative data for guidance
- Identify what NKU will do to support Access, Completion, and Career and Community Engagement based on gathered data
- Design and deliver a simple, well-defined university framework with student success goals and objectives focused on Access, Completion, and Career and Community Engagement



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DESIGN THINKING TOOLS

FRAME-STORMING

GENERATING IDEAS



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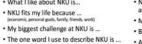
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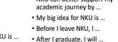
- 3. What's one thing you wish NKU had or could do for you?
- 4. What's one question you have about NKU?











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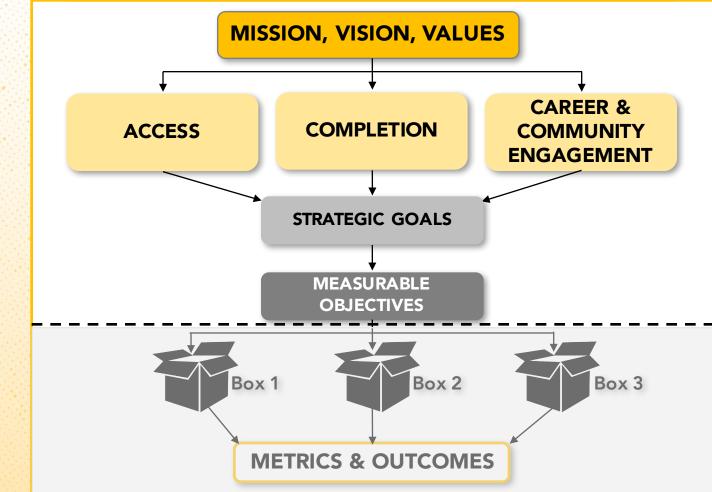


Includes engagement and input from Spring Convocation on the documentary, "Unlikely."



SUCCESS MDESIGN ADVANCING STUDENT SUCCESS ALIGNED WITH REGIONAL NEEDS





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MISSION, VISION, AND VALUES



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OUR MISSION why we exist

Northern Kentucky University delivers innovative, student-centered education and engages in impactful scholarly and creative endeavors, all of which empower our graduates to have fulfilling careers and meaningful lives, while contributing to the economic, civic, and social vitality of the region.





OUR VISION what we aspire to be

NKU will be nationally recognized for being a **student-ready, regionally-engaged** university that empowers **diverse learners** for **economic and social mobility**.



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OUR VALUES what we stand for

- We will promote a culture that fosters and celebrates **excellence** in all that we do.
- We will engage in honest, fair, and ethical behavior with **integrity** at the heart of every decision and action.
- We will foster a community of **belonging** by embracing equity, diversity, and inclusiveness.
- We will approach our work—how we teach, engage and serve—with creativity and **innovation**.
- We will maintain a climate of **collegiality** built on respect and characterized by open communication and shared responsibility.





STUDENT SUCCESS PILLARS, GOALS, AND OBJECTIVES





STUDENT SUCCESS PILLARS







ACCESS GOAL

NKU will expand programs, services, and delivery options to increase access and become a preferred destination for learners across the Commonwealth of Kentucky, the nation, and the world.



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ACCESS OBJECTIVES

- Reduce barriers and simplify processes so diverse learners can **successfully apply, be admitted, and enrolled** for NKU educational opportunities.
- Implement innovations to improve affordability of an NKU education.
- Expand outreach and partnerships with P-12 schools, community colleges, non-profits, and business and industry to increase educational opportunities that serve the needs of both students and the community.
- Increase the number of first-generation, post-traditional, international, and underrepresented students at NKU, particularly in fields where their underrepresentation is most significant.
- Design a welcoming and desirable NKU experience to create a sense of belonging for all students.



COMPLETION GOAL

NKU will align the institution so more learners—particularly first-generation, post-traditional, low-income, and underrepresented individuals—earn highly-valued degrees, certificates and credentials.





- Enhance the culture of service-orientation that respects the realities of our students' lives and provides consistent, responsive care and support across all areas with special emphasis on wellness, advising, financial aid, and career preparation.
- Increase flexible, experiential and modular learning pathways that allow students to earn credentials along the way to their degree, and implement components of competency-based education in majors where possible.
- Implement innovative instructional and curricular approaches to reduce time-to-degree.
- Significantly **improve retention**, **persistence** and **graduation rates** with special emphasis on **closing the achievement gap** through meaningful use of predictive analytics and technology-based student success tools.
- Align the institution's policies, procedures, resources, rewards and incentives to encourage scholarship, creativity, collaboration, and innovations that advance student success.

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CAREER & COMMUNITY Image: Second state of the second sta

NKU will increase its contributions to the economic, social, and civic prosperity of the region through talent development, research and innovation, and the stewardship of place.



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CAREER & COMMUNITY Image: Community of the second secon

- Build **experiential and co-curricular learning into all majors** at NKU to enhance our students' career readiness and lifelong learning.
- Ensure that creativity, global awareness, cultural competence, and literacy in technology and data are hallmarks of NKU's undergraduate education.
- Expand public-private partnerships to accelerate innovation and entrepreneurship across the university.
- **Strengthen engagement** among alumni, business, and other external organizations with NKU students, faculty, and staff.
- Improve post-graduation outcomes to enhance graduates' economic and social mobility.

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PLANNING, METRICS, AND NEXT STEPS



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WHAT'S NEXT? PLANNING & ACTIONS

- Define and prioritize what projects and initiatives appear in the 3 Boxes
- Identify actionable steps, resources needs, and timelines within each of the 3 Boxes
- Form work groups and implementation teams
- Develop corresponding milestones and metrics





FRAMEWORK METRICS

Two levels of metrics could be utilized to track performance on *Success by Design*:

Broad Institutional Metrics

Shows advancement of institutional performance (e.g., retention, degrees conferred, enrollment populations, etc.)

Individual Project Metrics

Shows performance of each initiative launched during the implementation phase



EXAMPLES OF FRAMEWORK METRICS

ACCESS	COMPLETION	CAREER & COMMUNITY ENGAGEMENT			
 Yield Rates 	• Degrees, Credentials,	Post-Graduation Outcomes			
 Overall Enrollments 	and Certificates	Alumni Giving			
	• Retention, Persistence,	Service Hours			
	and Graduation Rates	Service Learning Outcomes			
		 Experiential Learning 			
		Opportunities			
		 Internships and Co-ops 			
		• Partnerships			



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WHAT WILL SUCCESS LOOK LIKE?

- Superior (peer-leading) Student Success outcomes
- Innovative public-private partnerships to support Access, Completion, and Career and Community Engagement
- A culture of **transparency, collaboration, and alignment** to support Access, Completion, and Career and Community Engagement
- A more **sustainable NKU** to ensure growth and longevity
- A stronger NKU brand and identity with a clear focus on Access, Completion, and Career and Community Engagement

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QUESTIONS?



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