

# DRAFT STRATEGIC PLAN VISION and MISSION with GOALS AND STRATEGIES

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Research that Matters

# The presentation is designed to...

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- Update the Executive Committee on progress since August 22 meeting
  - ▣ Revisions to DRAFT mission, vision, goals and strategies
- Discussion

**August 22**

The **MISSION** of Virginia's higher education is to advance **learning, research** and **public service** that enhances the **prosperity** of the Commonwealth and the **well-being** of all its people

**September 8**

Higher education in Virginia will advance postsecondary learning, research and public service that enhance the civic health of the Commonwealth and the quality of life of all its people

Mission

The **MISSION** of Virginia's higher education is to advance learning, research and public service that enhances the prosperity of the Commonwealth and the quality of life of all its people

Draft Goals

**VISION**

(5) Frame a Compelling Narrative for Higher Education

Provide Affordable Access for All

Advance Economic Prosperity of the Commonwealth

Linkages

**Transform the lives of Virginians, our communities and our Commonwealth through higher education**

[Prosperity & Well-being in Mission; Access Affordability Themes; Council's Priorities]

[Prosperity and Well-Being in Mission; Sustainability and Excellence in Themes; Council's Priorities]

PMs

Public's willingness to pay taxes

Public perception of messages

# of participants

Mission

Higher education in Virginia will advance postsecondary learning, research and public service that enhance the civic health of the Commonwealth and the quality of life of all its people

Draft Goals

(1) Provide Affordable Access for All

(2) Optimize Student Success for Work and Life

(3) Reinvent Virginia's Postsecondary Education Model for future generations

(4) Advance Economic Prosperity for the Commonwealth and its Regions

Linkages

[Prosperity & Well-being in Mission; Access/Affordability in Themes; Council's Priorities]

[Learning in Mission; Student Success and Value in Themes; Council's Priorities]

[Public Service in Mission; Access/Affordability, Excellence, Sustainability in Themes; Council's Priorities]

[Research, Public Service and Prosperity in Mission; Prosperity & Economic Vitality in Themes; Council's Priorities]

PMs

- Participation rates
- Financial aid
- Loans
- Cont. to 529
- Share of income

- TJ21 100k
- Earnings
- Remediation rates
- Retention rates
- Transfer rates

- Institutional solvency
- Best value and other rankings
- % Admin Costs

- State's tax base
- Employment rate
- 50k STEM-H
- Research \$s
- Participation rates

(1)  
**Provide Affordable Access for All**

- Participation rates
- Financial aid
- Loans
- Cont. to 529
- Share of income

**1.1.**  
**Expand early and ongoing outreach programs and build culture of learning**

**1.2.**  
**Cultivate accessible pathways and seamless articulation and transfer**

**1.3.**  
**Achieve affordable net price and differentiated tuition**

**1.4.**  
**Accelerate completion and manage the total cost of completion**

(2)  
**Optimize Student Success  
for Work and Life**

- TJ21 100k
- Earnings
- Remediation rates
- Retention rates
- Transfer rates

**2.1.**  
Improve readiness upon entry; reduce the need for remediation

**2.2.**  
Produce graduates who are prepared to live productive, meaningful lives

**2.3.**  
Improve degree and credential completion rates

**2.4.**  
Engage adult learners in degree completion and lifelong learning

(3)  
**Reinvent Virginia's  
 Postsecondary Education Model  
 for Future Generations**

- Institutional solvency
- Best value and other rankings
- % Admin Costs

**3.1.**  
 Continue to invest in abiding elements of Virginia postsecondary education excellence

**3.2.**  
 Improve institutional readiness for future disruptions

**3.3.**  
 Commit to greater resilience, responsiveness and productivity

**3.4.**  
 Reaffirm Public Support for Virginia Postsecondary Education



(4)

## Advance Economic Prosperity for the Commonwealth and its Regions

- State's tax base
- Employment rate
- 50k STEM-H
- Research \$\$
- Participation rates

**4.1.**  
**Build a competitive, well-educated and trained workforce at all levels**

**4.2.**  
**Provide for the economic development of our communities and regions**

**4.3.**  
**Support research that creates new knowledge and leads to commercialization of new products and ventures**

**4.4.**  
**Encourage and expand public service that meets the needs of Virginia's economy**