

Organization of the Strategic Plan

GVSU Strategic Plan 2016-2021

This plan is organized by four strategic priority areas that establish the focus of Grand Valley's improvement efforts between 2016 and 2021 and five institutional outcomes that describe those efforts' intended results. These priority areas and institutional outcomes provide a framework for conceptualizing the measurable changes toward which the university community will work and toward which its resources will be prioritized for the period 2016–2021.

The university's strategic priority areas for the period are to actively engage learners at all levels; further develop exceptional personnel; ensure alignment of all institutional structures and functions; and enhance the institution's image and reputation. The key institutional outcomes Grand Valley expects to achieve through the concerted efforts of its stakeholders in each strategic priority area:

- Grand Valley's learning environment is personal, challenging, and transformational, supporting excellent programs and co-curricular opportunities;
- Grand Valley is diverse and inclusive.
- Grand Valley has mutually beneficial relationships, partnerships, collaborations, and connections with local, state, national, and world communities;
- Grand Valley supports innovative teaching, learning, integrative scholarly and creative activity, and the use of new technologies; and,
- Grand Valley strategically allocates its fiscal, human, and other institutional resources.

Grand Valley will pursue and attain many additional outcomes during this period in pursuit of its mission, including diversification and management of its enrollment; reduction of time to graduation; increase in graduation rates; management of costs enhanced affordability; and the launch of innovative, entrepreneurial initiatives. These outcomes are fundamental to the functioning of a modern university; they have long been integral to Grand Valley's identity and institutional prosperity and to the continued success of the undergraduate and graduate students it serves. Most of these were prioritized in previous strategic plans and have been attained. The university is committed to maintaining its forward momentum in these areas and sustaining its currently high level of effort to ensure they continue to be achieved, as it works on the new priorities of this plan.

Within the framework created by 2016–2021 strategic priorities and institutional outcomes, specific, measurable, achievable, realistic, and time-limited (SMART) objectives represent key changes Grand Valley is committed to pursuing. In doing so, the University will achieve the Strategic Plan's five institutional outcomes within the four strategic priority areas over the next six-year period. The institution's budgeting and assessment activities will be closely aligned with these strategic priority areas, institutional outcomes, and objectives.

Presently a process is underway to identify, calculate or gather data to create valid and reliable baselines for all objectives as of the end of the 2014-2015 academic year, no later than 2016. As these calculations are completed, the statement of some objectives may be modified to take the most recent changes at GVSU into consideration, keeping in mind the intent of the SOAR process is to develop an aspirational, yet realistic plan to guide the university's growth from 2016 through 2021.

The preliminary (working) status of baseline data upon which the current levels are based is shown below each objective.