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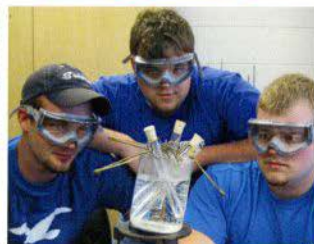


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WKU Glasgow Campus

Challenging the Spirit Strategic Plan



2014-2019



Message from WKU President

Strategically planning for our future is one of the keys to WKU's continued success. The Challenging the Spirit Action Plan specifically addresses the role of WKU's Regional Campuses, and I'm pleased that the WKU Glasgow Strategic Plan is so closely aligned.

A student on one of our three regional campuses is every bit as important as students in Bowling Green. There is tremendous opportunity for growth and expansion in program offerings, student services, and campus facilities, and this plan will help us to achieve maximum potential in those areas at WKU Glasgow. As campus leaders work toward each of these goals, there will be continuous evaluation of the targeted strategies to ensure the best possible outcomes.

I applaud the leaders of the WKU Glasgow campus for their efforts in planning for the next five years. Achieving the goals and fulfilling the commitments made in this Strategic Plan cannot be done without the efforts of all WKU faculty, staff, students and administrators. I look forward to watching continued progress and success at WKU Glasgow in the next five years!

Sincerely,

A handwritten signature in black ink that reads "Gary A. Ransdell". The signature is written in a cursive, flowing style.

Gary A. Ransdell



Message from WKU Glasgow Regional Chancellor

WKU Glasgow is pleased to present its new Five Year Strategic Plan 2014-2019 for your review. It is deeply rooted in WKU's Challenging the Spirit Action Plan 2012-2013 to 2017-2018. This new dynamic plan is designed to provide clarity and direction in uncertain times as we build upon our strengths, overcome existing challenges, and take full advantage of exciting opportunities. Further, the goals and supporting objectives outlined in this plan will provide focus and consistency for all of our stakeholders as WKU Glasgow positions itself to become a premiere regional campus among all public institutions in the Commonwealth of Kentucky.

We are grateful for the input of all involved—those in the local community, those on our local

campus, and those at WKU, all of whom gave of their time and expertise in the development of this outstanding plan. As you will see from the names and titles listed, we had a diverse but focused group of leaders who care strongly about the future of this campus. They worked together to create a very meaningful and powerful document that will lead this campus over the next five years.

I can assure you, not only will we continue to move this campus forward, but we will do so in a spirit of shared responsibility for the future of WKU and the students we serve.

Sincerely,

A handwritten signature in black ink that reads "Sally J. Ray". The signature is written in a cursive, flowing style.

Sally J. Ray

WKU Glasgow Campus

Challenging the Spirit Strategic Plan

2014-2019

WKU Vision Statement

WKU: A leading American University with International Reach.

WKU Mission Statement

Western Kentucky University (WKU) prepares students of all backgrounds to be productive, engaged, and socially responsible citizen-leaders of a global society. The University provides research, service and lifelong learning opportunities for its students, faculty, and other constituents. WKU enriches the quality of life for those within its reach.

WKU Glasgow Campus

A vibrant and unique campus backed by the rich tradition of Western Kentucky University, WKU Glasgow provides post-secondary education opportunities that lead to meaningful and rewarding careers. From the Academic Transitions Program, which welcomes freshman Hilltoppers into the family, to the Glasgow Graduation Ceremony, a celebration of graduating students, WKU Glasgow develops and celebrates the future leaders of its 14-county service area.

Established in 1988, WKU Glasgow is located among the rolling hills of Barren County in south central Kentucky. Along with being home to the Southcentral Kentucky Community & Technical College (SKYCTC) Glasgow Tech Campus,

WKU Glasgow enrolls approximately 1600 full-time and part-time students and employs close to 100 full-time and part-time faculty and staff. The campus offers a wide variety of associate, baccalaureate, and graduate degree programs and certificates. Classes are delivered face-to-face, through interactive video, and online. Under the joint admissions and dual-enrollment agreements with SKYCTC, students may enroll simultaneously in both SKYCTC and WKU, reducing the time to degree completion and reducing cost.

Personal attention, convenient scheduling, financial assistance, student services, easy access, and free parking make WKU Glasgow a perfect choice for both traditional and non-traditional students.

WKU Glasgow Strategic Planning Steering Committee

Dr. Nicole Breazeale, *Department of Sociology*
Dr. Randy Capps, *Gordon Ford College of Business*
Dr. Martha Day, *School of Teacher Education*
Ms. Linda Fitzpatrick, *Department of Mathematics*
Dr. Simon Funge, *Department of Social Work*
Mr. Thomas Gaffin, *WKU Glasgow Technology*
Ms. Heather Garcia, *Public Affairs*
Dr. Jennifer Hanley, *Department of History*
Ms. Laura Houchens, *WKU Glasgow START Center*
Ms. Amy Nemon, *Department of Geography and Geology*
Ms. Catherine Poteet, *School of Teacher Education*
Mr. John Roberts, *WKU Glasgow Student Affairs*
Ms. Christine Robinson-Nkongola, *University Libraries*
Ms. Phyllis Reed, *WKU Glasgow Advising and Retention*
Ms. Jessica Staten, *WKU Glasgow Special Enrollment Initiatives*
Mr. Bill Walter, *WKU Glasgow Regional Vice Chancellor*

Strategic Planning Subcommittee Members

Ms. Melanie Asriel, *Department of Psychological Sciences*
Ms. Amanda Brooks, *Department of Chemistry*
Dr. Judith Hatchett, *Department of English*
Mr. Dan Iacconi, *Glasgow-Barren County Industrial Development Economic Authority*
Ms. Samantha Johnson, *WKU Glasgow Student Body Association*
Ms. Christian Ryan, *Office of Sustainability*
Mr. Justin Pedigo, *WKU Glasgow Campus Facilities*
Ms. Kristen Peterson, *Office of Development and Alumni Relations*
Ms. Bonita Phelps, *Department of Modern Languages*
Ms. Kim Shields, *WKU Glasgow Staff*
Ms. Leigh Ann Wells, *Department of Mathematics*



Strategic Goal 1

Foster Academic Excellence

- Extend the engaged learning and global dimensions of the WKU academic experience
- Reinforce WKU as a destination of choice for faculty, staff and students

Objective 1.1

- Sustain a vibrant curricular and co-curricular experience built on a liberal foundation

Targets

- Develop and implement a five-year WKU Glasgow student recruitment plan targeting local Kentucky high school graduates in our service area and increase overall campus enrollment by 3%
- Increase academic majors, minors, and certificate programs by five

- Develop a strategy to address Glasgow Campus course scheduling process
- Create a unique WKU Glasgow Campus University Experience course

- Expand student support services on WKU Glasgow Campus
- Expand Glasgow Campus Library services to support student research

Objective 1.2

- Attract and support excellent faculty and staff at WKU Glasgow

Targets

- Increase communication among campus faculty and staff and between the regional campus faculty and staff and Bowling Green campus
- Increase WKU Glasgow faculty development opportunities
- Develop WKU Glasgow Faculty Mentoring Program in collaboration with academic department heads
- Promote a professional environment on Glasgow Campus

Objective 1.3

- Reinforce a global context for teaching and learning

Targets

- Increase Glasgow student opportunities for international engagement

Objective 1.4

- Promote research, creative and scholarly activity by Glasgow faculty and students

Targets

- Promote Glasgow faculty and student research, creative and scholarly activity on campus

Objective 1.5

- Prepare students for lifelong learning and success

Targets

- Increase the number of WKU Glasgow graduates by 10%
- Increase the number of WKU Glasgow students going to graduate school by 5%
- Increase Glasgow student professional development opportunities through expanded campus organizations



Strategic Goal 2

Promote a Dynamic and Diverse University Community

- Emphasize the academic and social dimensions of Glasgow campus diversity
- Support an intellectual climate of engagement and free exchange of ideas

Objective 2.1

- Enhance the diversity and international profile of faculty, staff, and student populations

Targets

- Increase the percentage of under-represented minority (URM) faculty and staff by 5%
- Increase the percentage of URM students by 10%
- Expand diverse and cultural events and programs on WKU Glasgow Campus

Objective 2.2

- Increase Glasgow student retention, persistence, and timely graduation

Targets

- Increase First-Time-Full-Time-Baccalaureate (FTFTB) students on Glasgow campus by 5%
- Increase graduation rate of FTFTB students by 8%
- Increase regular faculty lines based in Glasgow to support growing academic programs

- Partner with regional school districts to strengthen college readiness for at risk student populations

Objective 2.3

- Make a college education more economically affordable for students from diverse groups

Targets

- Establish a baseline to track percentage of WKU Glasgow students who are receiving scholarships at WKU and increase by 10%

- Create a baseline of WKU Glasgow students taking developmental & supplemental courses and decrease by 2%
- Create a baseline for all WKU Glasgow students and FTFTB cohort of average time to degree and decrease by 3%
- Increase the number of joint admission students with partnering KCTCS institutions by 10%
- Develop workforce education model that addresses student economic needs and business/industry challenges



Strategic Goal 3

Improve Quality of Life for Our Communities

- Enhance the educational and cultural reach of WKU
- Collaborate with external partners to advance regional priorities

Objective 3.1

- Expand WKU's economic impact on the region through student, faculty, and staff engagement

Targets

- Increase Kentucky Community and Technical College System (KCTCS) transfers by 25%
- Increase by 15% the number of Science, Technology, Engineering, Mathematics and Health Sciences (STEM+H) degrees produced

Objective 3.2

- Enrich the cultural milieu and quality of life in the region

Targets

- Increase by 10% the number of regional stewardship projects coordinated through the ALIVE Center and Institute for Citizenship and Social Responsibility

- Increase annual attendance by Glasgow students at arts and cultural events by 10%
- Increase Glasgow campus attendance at athletic events by 10%

Strategic Goal 4

Support the Core Mission with a Robust Campus Structure

- Strengthen the capacity to fulfill institutional priorities
- Manage resources effectively and efficiently

Objective 4.1

- Generate enduring private support for infrastructure and institutional aspirations

Targets

- Increase the level of annual gift deposits to WKU Glasgow by 10%

Objective 4.2

- Enhance efficiency and sustainability in campus services and operations

Targets

- Decrease energy usage per square foot by 12%
- Increase the percentage of solid waste recycled or diverted by 150%
- Increase the percentage of surplus materials re-used by 35%

