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UA3/9/2 WKU Initial Three Year Plan of Action

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WESTERN KENTUCKY UNIVERSITY
INITIAL THREE YEAR PLAN OF ACTION
Gary A. Ransdell
September 25, 1997

Year One:

1. **Listen. Observe.** Meet with each Regent. Meet with Faculty, staff, students, donor prospects and other key constituents. Take notes.

2. **Establish presence in Frankfort.** Pursue a leadership role in state Higher Education plan and process. Set Legislative strategy for '98 session and target initial interaction with Governor’s Office and Council on Post Secondary Education.

3. **Blend the primary planning variables to begin a transformation.** Complete the Institutional Review. Define vision. Review mission to insure timelines and relevancy to Institutional Review and state plan for Higher Education. Assess curriculum strengths and weaknesses and priorities given updated mission. Assess administrative efficiency. Define a group of peer universities and assess strengths and weaknesses in comparison to peers. Refine and prioritize the New Level Plan. Zero in on core benchmarks. Update the Western XXI plan. Assign accountability and add specific tasks which result in desired actions and outcomes. Address the key goals of the Post Secondary Education Improvement Act and target the six state Incentive Funds.

4. **Immerse myself in Bowling Green** and begin seeking optimum collaboration opportunities.

5. **Assess fund raising** and asset management programs and begin planning a real campaign. Conduct development audit and campaign feasibility study.

Year Two:

1. **Redirect resources** to priority academic and administrative programs as outlined in updated plans. Support continuing enhancement of technology program. Target building priorities.

2. **Energize a comprehensive marketing plan.** Enhance admission and recruiting program. Strengthen Western’s presence in Louisville and other large media centers.

3. **Start quiet phase of capital campaign.**

4. **Target strategically desirable goals in the freshman class profile.** Pursue a state funded eminent scholars program and a privately funded scholarship program unique to Western. Create a privately funded diversity scholarship program.

5. **Pursue collaboration** with U of L and U of K and other universities in Doctoral programs and in Masters’ and Bachelor’s degree programs where strategically appropriate.

Year Three:

1. **Assess progress** of priority academic programs and operational efficiency through asset reallocation and penetration of the state Incentive Trust Funds.

2. **Fully implement the Marketing plan.**

3. **Implement plan to enhance the Western Experience.** Seek input and recommendations on ways to preserve things meaningful and incorporate things new.

4. **Start brick and mortar project(s).**

5. **Take capital campaign public.**