

Francis Marion University Strategic Plan¹

University Objectives (in Bold) with Strategies (non Bold) aligned with Planning Assumptions (numbered in italics):

- I. **Maintain and expand quality academic programs and maintain academic accreditations as indicators of program quality.** *1., 5., 10., 11.*
 - a. Continue the University Accreditation Committee's supervision of accreditation efforts.
 - b. Regularly evaluate the University's general education program.
 - c. Study the feasibility of additional programs.
 - d. Familiarize faculty with accreditation standards and procedures.
 - e. Continue to improve self-study reporting and documentation.

 - II. **Improve student academic success rates.** *1., 2., 5., 12.*
 - a. Collaborate with state technical colleges and engage in articulation agreements to ensure that transfer courses, which meet FMU general education requirements, are comparable to FMU courses.
 - b. Coordinate the existing efforts of academic areas to work with local schools.
 - i. Involve academic disciplines in enhancement of school instruction
 - ii. Encourage qualified liberal arts students to pursue secondary education careers.
 - iii. Participate in statewide efforts to align high school and university curriculums.
 - c. Establish formal systems designed to improve graduation rates
 - i. Raise overall admission standards while continuing to ensure educational access for students in the Pee Dee.
 - ii. Expand tutoring and mentoring services.
 - iii. Expand services which promote academic success.
 - d. Engage in practices that support high acceptance rates into professional schools and graduate programs.
 - e. Provide for the needs of international students.

 - III. **Continue to build an excellent faculty.** *8., 5., 7., 11.*
 - a. Continue to recruit faculty with excellent teaching skills and scholarly potential.
 - b. Strive to recruit faculty from underrepresented populations.
 - c. Encourage FMU students from underrepresented populations to return to Francis Marion in a teaching capacity.
 - d. Continue the support/mentor system for new faculty.
 - e. The university will continue efforts to invest substantially in faculty and staff compensation, benefits and professional development.
 - f. Continue to address salary compression and discrepancies in compensation.
 - g. Encourage FMU faculty to participate in leadership-building initiatives.

 - IV. **Increase opportunities for all students and faculty to become aware of multicultural and global issues and to have international educational opportunities.** *1., 2., 8., 12.*
 - a. Develop educational opportunities in other countries.
 - b. Enhance curriculum that deals with international issues.
 - c. Promote and expand international exchange programs.
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d. Increase interaction between U.S. and international students.

V. **Develop the technology on campus to address future needs of students, faculty, staff and administrators.** *4., 8., 12.*

- a. Provide students with more opportunities to develop technological skills for a global economy.
- b. Develop and support the technology resources of the campus.
- c. Develop infrastructure for planning and developing online and hybrid courses.

VI. **Maintain investments in information resources and educational support services.** *4., 12.*

- a. Continue adequate funding for and updating of library resources.
- b. Continue adequate funding for and updating of support units on campus such as the Media Center, Writing Center, Tutoring Center, etc.

VII. **Increase student enrollment and retention** *1., 2., 3., 10., 12., 13.*

- a. Work with Pee Dee area high schools to ensure that graduates are prepared for higher education.
 - i. Swamp Fox Writing Project and Course Alignment projects make specific curricular connections between area teachers and FMU professors.
 - ii. Center of Excellence programs for teachers of children of poverty enhance understanding of student performances.
- b. Expand curricular offerings to non-traditional students and retirees and consider alternative delivery systems that might be more attractive to these groups.
- c. Ensure affordability of tuition and fees in order to maintain the University's focus on access and equity.
- d. Provide a vibrant campus life through a variety of artistic, cultural and recreational events.
- e. Identify at-risk students and provide strategies for their increased success.
- f. Increase number of University Life offerings and other support programs such as GearUp in order to improve students' academic success.
- g. Offer community outreach opportunities that will benefit area residents such as FMU's Arch Program and the Non-Profit Leadership Initiative.
- h. Continue to develop our marketing efforts to include our web presence.
- i. Continue on-campus scholarship interviews with faculty and staff members.

VIII. **Increase external funding.** *1., 3., 6., 8., 13.*

- a. Expand scholarship opportunities for top academic students.
- b. Explore external funding opportunities for faculty research and development.
 - i. Enhance a proactive Grants Office.
 - ii. Coordinate new funding efforts and initiatives across disciplines.
- c. Increase funding for the Francis Marion University Foundation.
- d. Solicit more support and assistance from alumni while strengthening their ties to the University.

IX. **Increase opportunities for student involvement within business, governmental, and public organizations.** *10., 12., 13.*

- a. Support efforts by faculty who plan, arrange, and supervise internships and other non-traditional educational opportunities.
- b. Explore cooperative work-study programs within the community.

X. **Emphasize career development and job placement services for all students of the University.** *2., 10., 12.*

- a. Improve effectiveness of current programs.
 - b. Develop formal job placement relationships with local business, governmental and public organizations.
 - c. Engage with businesses to identify and meet their employment and consulting needs.
 - d. Work with the Alumni Office and academic departments to develop a systematic alumni tracking system.
- XI. **Raise the quality, variety, and visibility of athletic, artistic, cultural, and other community-supported programs. 5., 6., 7., 10., 13.**
- a. Increase the attendance at home sports events, as well as at artistic and cultural events in the FMU Performing Arts Center and on campus.
 - b. Continue to explore opportunities for recruiting coaches from underrepresented populations.
 - c. Maintain and publicize high academic performance by students involved in these activities.
 - d. Provide support for artistic and cultural endeavors.
- XII. **Develop the physical facilities, natural resources and infrastructure of the campus. 9.**
- a. Maintain attractive on-campus housing.
 - b. Continue to develop and enhance the campus in a manner that will increase student involvement in campus life.
 - c. Engage in renovation, construction and modification of campus facilities including Founders Hall and Cauthen Educational Media Center.
 - d. Encourage environmental sustainability.
- XIII. **Enhance the University's image through an aggressive, focused marketing campaign. 2., 5., 10., 11., 13**
- a. Maintain and improve national status in terms of accreditation, success of graduates and faculty achievement.
 - b. Publicize the advantages of liberal arts, business, education, and professional degrees.
 - c. Increase publicity of the successes of the University's students, alumni and faculty.
 - d. Cooperate with industrial, business, healthcare and community non-profit organizations to understand and respond to their needs and concerns.
 - e. Continue to plan and market campus activities so as to attract the public to the University's campus.
 - f. Continue to plan and market off-campus events to attract interest in FMU.

Approved by the FMU Faculty, October 18, 2012

Ratified by FMU Board of Trustees, November 9, 2012