UMSL Five-Year Strategic Planning

Summary Findings

February 3rd || 2023

Triangle Associates
https://www.ta-stl.com
Focus group and survey data

- Chancellor’s Leadership Team
- Chancellor’s Council
- University Assembly and Staff Council
- Student Government
- Survey of UMSL students
- Association of Women Faculty and Staff
- Black Faculty and Staff Association
- Survey of UMSL alumni
- Emerging Leaders
- Department chairs and directors (All But Deans Group)
- Survey students who did not choose UMSL
Most important role for UMSL to provide to community?
• Affordable quality education for place-bound students
• Enhance social and economic mobility
• Educate a variety of learners (diverse and nontraditional)
• Provide access and an affordable education
• Access to programs through multiple pathways
• Become an anchor institution

What are UMSL’s unique strengths in serving the region?
• Serve nontraditional learners
• Faculty and staff care about students
• Accessible and affordable education
• UMSL is for everyone
• Serving diverse and non-traditional learners
• Diverse community of students, faculty, and staff
• “We change lives” is an overarching theme
Critical initiatives UMSL should focus on over next 5 years?

- Enhance enrollment and recruitment
- Invest in the campus experience, student life, and the surrounding area
- Invest in staff and mental health support
- Focus on the diversity of faculty and staff
- Serve a diverse student population
- Student retention and success
Most important role for UMSL to provide to community?
• Partner with industry and the surrounding community

What are UMSL’s unique strengths in serving the region?
• Undergraduate research and high impact practices
• Applied research for the benefit of the local community

Critical initiatives UMSL should focus on over next 5 years?
• Support for research
• Enhance research efforts
Most important role for UMSL to provide to community?
• Provide skilled workforce for this region and launch careers
• Enhance the impact on society and improve the surrounding community
• Prepare workers for the region and drive the economy
• Partner with industry and the surrounding community
• Community partnerships to improve the community
• Civic engagement and attracting talent to the region
• Provide an affordable education to increase social and economic mobility
• Become an anchor institution

What are UMSL’s unique strengths in serving the region?
• Health clinics (MMHI, optometry clinics, mental health support
• Provide a workforce for the St. Louis area
• Focus and impact on the local community
• Location and community engagement
Critical initiatives UMSL should focus on over next 5 years?

- Train workers for innovative workforce options today
- Build creative and interdisciplinary programs
- Students and faculty become fully engaged in the community
- Civic engagement, economic development and community partnerships
- Be creative by designing and enhancing practical programs that meet workforce and market needs
Most important role for UMSL to provide to community?
• Accessible and affordable education
• Educate a variety of learners (diverse and nontraditional)
• Access to programs through multiple pathways
• Become an anchor institution

What are UMSL’s unique strengths in serving the region?
• Serve a variety of students, diverse and non-traditional
• Faculty and staff care about students
• Affordability and access to a quality education
• UMSL is for everyone, affordable and accessible
• Diverse community of students, faculty, and staff
• We change lives is baked into the environment
Critical initiatives UMSL should focus on over next 5 years?

- Invest in the campus experience, student life, and surrounding area
- Invest in staff and mental health support
- Focus on the diversity of faculty and staff
- Overall communication with faculty, staff, and students
- Increase enrollment
- Serve a diverse student population
- Enhance enrollment and recruitment
- Student retention and success
Most important role for UMSL to provide to community?
- Enhance the campus experience, create food options, enhance area around campus
- Work on UMSL reputation and communicate it

What are UMSL’s unique strengths in serving the region?
- Investing in UMSL’s physical environment and a renewed focus on stewardship and efficient use of resources
Critical initiatives UMSL should focus on over next 5 years?

- Invest in faculty and staff salaries
- Address the “food desert” problem
- Focus on physical facilities and a more vibrant campus environment
- Focus on the morale of staff (salaries and flexible work)
- Overall communication with faculty, staff, and students
- Improve morale of workplace for faculty and staff (salaries and flexible work)
- Enhance reputation, branding, and marketing
The features and activities that provide the highest value?
• Academic programs and quality of education
• Student activities (campus groups, rec center, activities)
• Student success and support services (tutoring, academic advising, mental health services)

Students’ concerns and issues.
• Campus climate and student life
• Limited housing options
• Food desert – real issue
• Physical facilities

What is important in their decision to enroll at UMSL?
(mostly or completely important – und/grad/alumni %)
• Cost (94/84/83)
• Academic programs/major (76/88/84)
• UMSL culture/community (60/48/50)
• Diversity (60/56/57)
• Location (57/51/45)
• Face to Face Classes (56/44/61)
• Student support (53/55/52)
• Job Placement (47/49/43)
• Educational technology (46/52/55)
• Reputation (32/45/49)
Overall Themes

- Strong focus on preparing workers for St. Louis region
- Clear understanding that UMSL serves a diverse set of learners
- Understand the role of faculty and staff in respecting and giving attention to the students
- Recognize the strong alumni base in St. Louis region
- Acknowledge the importance of supporting and enhancing applied research
- See the value of improving UMSL’s reputation and brand and increasing awareness
- Value UMSL’s role in social and economic mobility in the region
- Understand the importance of providing an accessible, affordable and quality education
Challenges

Improving the campus physical plant and creating a more vibrant campus experience for students

The surrounding community and lack of businesses and activities contributes to the concerns about the campus experience. The “food desert” is a significant issue

Campus culture and morale need attention (flexibility, salary, overall heartbeat)

Providing flexible options for learning while continuing with face-to-face courses

Determining who is the “UMSL student”

Enhance UMSL’s reputation and recognition in the St. Louis region

Build a campus-wide understanding of the budget and enrollment challenges and the pending “demographic cliff” related to high school graduates in the region
Opportunities

- Faculty and staff are focused on students and success
- Strong alumni base
- Donor and development opportunities
- Increase recognition of the role UMSL plays in providing the St. Louis workforce
- Potential to develop hyper-flex course options
- Investments in physical aspects of campus
- Potential for creating a more vibrant campus
Six Priority Objectives

Recruitment & Retention
• Optimize student recruitment and retention and provide an accessible and affordable education. Focus on specific strategies and initiatives that increases student recruitment, retention, and success for a diverse set of learners. UM Compact: Excellence in Student Success

Campus Community
• Take steps to build a campus community that embraces the positive transformation of facilities, culture, inclusion, and the voices of faculty, staff, students, alumni, donors and supporters. UM Compacts: Inclusive Excellence and Excellence in Planning, Operations, and Stewardship

Stewardship and Vitality
• Assess how the university allocates resources and focus on strategic alignment, and sustainable growth. Create a vibrant physical environment. Enhance and communicate the UMSL brand. UM Compact: Excellence in Planning, Operations and Stewardship
Six Priority Objectives

Anchor institution

• Clarify UMSL’s role as an St. Louis region anchor institution for campus transformation, driving economic development, research and innovation, and a vibrant campus experience for faculty, staff, students and community. Establish the university as the “go to” partner to provide solutions for metropolitan challenges. UM Compacts: Excellence in Research and Creative Works & Excellence in Community Engagement and Economic Development

Responsive Programs

• Invest in responsive/relevant programming across alternative modalities. Design creative programs that meet workforce needs in the region and prepare a wide variety of students for the workplace and enhance social and economic mobility. UM Compacts: Excellence in Student Success and Excellence in Community Engagement and Economic Development

New Knowledge

• Promote research, scholarship, and creative work that generates new knowledge to address pressing societal issues. Support scholarly work that fosters innovation, entrepreneurship, and economic development for the St. Louis region and beyond. UM Compacts: Excellence in Research and Creative Works & Excellence in Community Engagement and Economic Development
Contact us to have further conversations at:

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