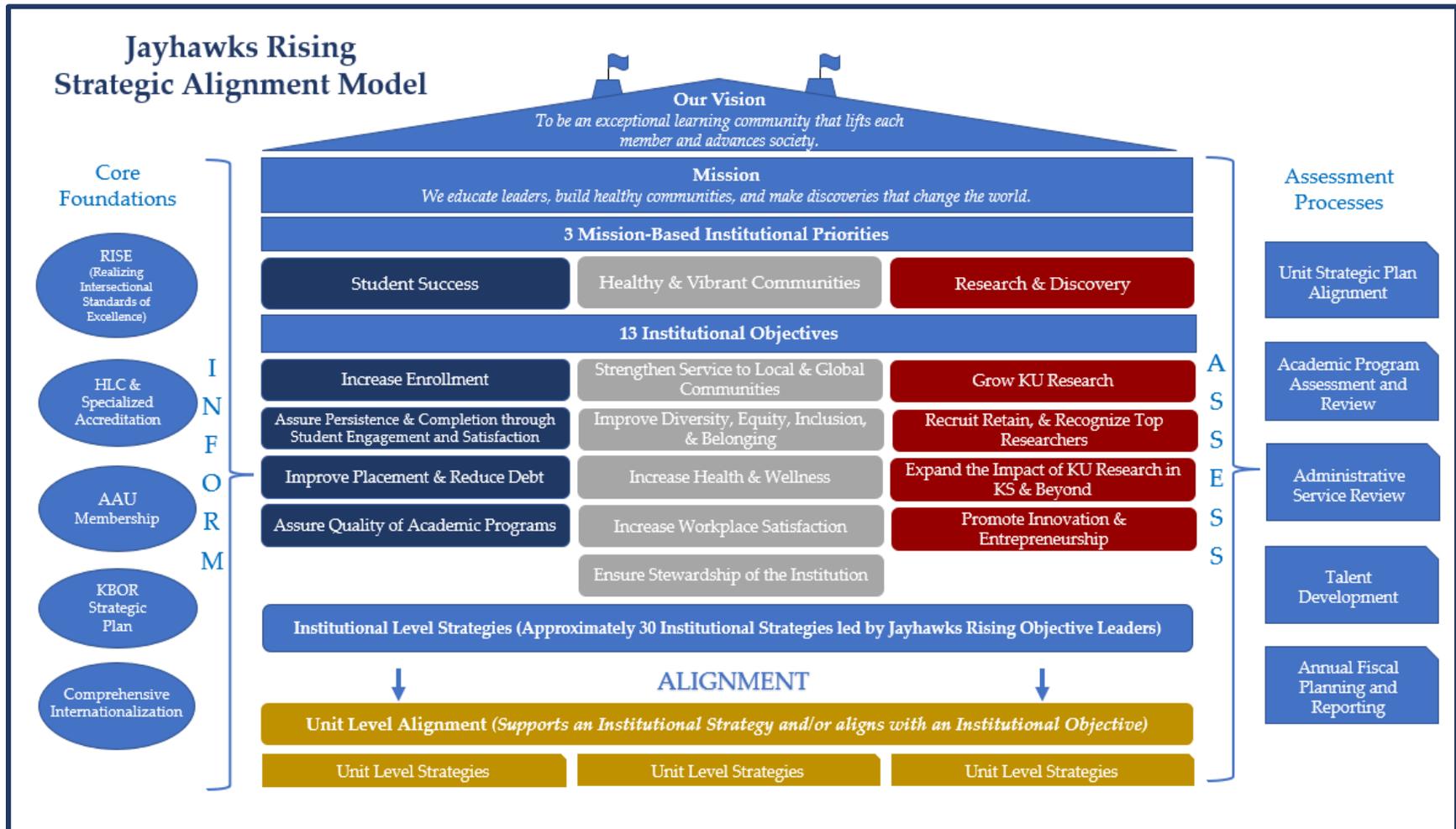


JAYHAWKS // RISING



The **Jayhawks Rising Strategic Alignment Model** is the culmination of a multi-year strategic planning process involving many groups and individuals who proposed hundreds of ideas for how to advance us toward our vision to be an exceptional learning community that lifts each member and advances society.

As part of that planning process, **thirteen objectives** were identified under the **three mission-based institutional priorities** of Student Success, Healthy & Vibrant Communities, and Research & Discovery. In summer 2021, deans and vice provosts who have responsibilities tied to each objective were paired to serve as co-leaders for each objective. These leaders have fine-tuned plans by adding the **strategies and action steps** for 2022 to begin our strategic improvement. They are now working with key stakeholders across campus to receive input, move strategies into operation, make positive change, and monitor our progress and success. This summer, additional strategies for AY 2023 will be identified, a pattern that will be repeated annually and thus maintain Jayhawks Rising as an evolving tool for guiding our activities and leading us to the fulfillment of KU's mission.

The strategic plan is informed by **five core foundations** that guide our activities in order to foster a more diverse and inclusive community that is internationally engaged; contributes to the health and economy of the state, the nation, and the world through our research innovation and discovery; adheres to a set of standards and criteria to assure high-quality educational experiences for students and faculty; and contributes to the areas of priority identified by the Kansas Board of Regents in their five-year plan, *Building a Future*.

Progress on the strategies below will be measured through a series of **assessment processes** that not only ensure we foster and sustain an exceptional learning community, promote performance and excellence that meet the goals and needs of units while aligning with the campus and the university, strengthen and maintain stewardship through engaged leadership, and help every member of the campus community embrace their role and contribute to the success of Jayhawks Rising.

STUDENT SUCCESS

1. **Increase Enrollment Strategies (Nick Stevens & Stuart Day)**
 - a. Develop and implement a strategic enrollment management (SEM) plan.
 - b. Develop/refine tuition pricing/discount strategy to support achievement of enrollment and revenue targets outlined in the SEM plan.
 - c. Prioritize and optimize academic portfolio to ensure alignment with market and achievement of academic unit enrollment and net tuition revenue (NTR) goals outlined in the SEM plan.
 - d. Develop a Jayhawk Global brand and operation.
2. **Assure Retention and Completion through Student Engagement and Satisfaction Strategies (Susan Klusmeier & Ann Brill)**
 - a. Employ best practices in undergraduate academic advising to establish a common advising experience across advising units.
 - b. Redesign co-curricular experiences, including UNIV 101, learning communities, and first-year seminars, to introduce financial literacy, academic support, and experiential learning to all incoming first year students.
3. **Support Student Long-Term Success by Improving Placement & Reducing Debt (Angela Karlin, Bob Walzel, Jen Roberts)**
 - a. Implement efforts to enhance access to post-graduation outcomes data through the centralized coordination of the First Destination Survey effort.

- b. Coordinate with academic units to provide consistent direction for how available scholarship aid should be spent.
4. **Assure Quality of Academic Programs (Jean Redeker & Michelle Carney)**
- a. Develop and implement degree maps for all undergraduate programs.
 - b. Develop articulated learning outcomes and evidence of student mastery for all undergraduate degree programs.

HEALTHY AND VIBRANT COMMUNITIES

1. **Strengthen Service to Local & Global Communities (Jomella Watson-Thompson, Emily Zentner, Charlie Bankart)**
 - a. Implement mechanisms to reward and celebrate community engagement across teaching/learning, research, service, and outreach that demonstrate the value and importance of community impacts and collaboration.
 - i. Coordinate with data governance and the Research Advisory Council to define impact in meaningful/measurable ways and build infrastructure to track research impact.
 - b. Implement recommendations of the ACE Internationalization Lab Self Study.
 - c. Develop a convention, conference and event strategy.
2. **Improve DEIB (Nicole Hedges Persley)**
 - a. Support Faculty Development, Human Resources, Student Affairs, Enrollment Management, and Academic Success to develop action plans to incorporate intersectional approaches to strengthen recruitment, retention, and organizational accountability.
 - b. Curate a campus resource portal to improve critical competencies on topics of intersectionality, diversity, equity, and inclusion for KU students, staff, and faculty.
 - c. Implement mandatory online DEI training for students, staff, and faculty during FY23.
 - d. Work with unit leaders to embed Equity Advisors in all administrative units over time to provide in-house leadership, support structures, and accountability on diversity, equity, and inclusion.
3. **Increase Workplace Satisfaction (Mike Rounds & Mahbub Rashid)**
 - a. Conduct and implement the findings of a comprehensive market study.
 - b. Develop a career life cycle support model for all categories of employees.
 - i. Complete the staff leadership development roadmap.
 - ii. Develop academic leader development roadmap.
4. **Ensure Stewardship of the Institution (Jason Hornberger & Stephen Mazza)**
 - a. Develop a comprehensive 5-year financial plan for the KU Lawrence & Edwards campuses that prioritizes revenue growth and efficiency.
 - b. Finalize and implement a comprehensive campus plan addressing annual deferred maintenance at KU-L and Edwards campuses in light of state requirements, increased enrollment, and school-specific needs.
 - c. Identify and execute an enterprise client services tracking solution.

5. Improve Health and Wellness (Tammara Durham & Rick Ginsberg)

- a. Develop and carry out a public information campaign to bring awareness to available KU resources that exist through campus partners, including: WHC, CAPS, Public Safety, HR, etc.
- b. Gather and share information pertaining to health and wellness resources through multi-modal training opportunities for faculty, staff, and students.
- c. Design next generation comprehensive Wellness Center with accompanying programming.

RESEARCH AND DISCOVERY

1. Grow KU Research (Simon Atkinson & Arvin Agah)

- a. Launch and implement Research Rising.
- b. Establish robust research relationships with minority serving institutions.

2. Expand Impact of KU Research in KS & Beyond (Belinda Sturm & John Colombo)

- a. Create strategic internal and external communications plan to highlight research impact at KU, including engaging faculty and communicators in training on how best to communicate impact.

3. Promote Innovation and Entrepreneurship (Tricia Bergman & Paige Fields)

- a. Finalize and disseminate the industry research partnership models and associated business processes across campus.
- b. Build a cohesive educational continuum across the entrepreneurial life cycle including academic training and experiential learning opportunities.
- c. Define and implement an organizational structure and reporting relationship that supports KU research and promotes the value of our intellectual property.

4. Recruit, Retain & Recognize Top Researchers (Chris Brown & Ron Ragan)

- a. Implement a process to utilize the ladder awards plan in Academic Analytics to identify and recognize top researchers for award nomination.
- b. Initiate themed, targeted hiring in areas of strategic research focus, including Research Rising and other areas with translational research impact, and joint academic/research center hires.
- c. Create and implement a faculty retention plan that values the above.

To view progress in each of the Jayhawks Rising metrics and other details about the plan, please visit jayhawksrising.ku.edu.

For questions or comments, please contact jayhawks-rising@ku.edu.