

# STRATEGIC FRAMEWORK - VISION, MISSION, VALUES

## Strategic Framework

Our Strategic Framework is a collaborative effort through which administrators, faculty, staff and students created a living document for moving Washburn forward. This six-month process led to the identification of our mission, vision and values followed by priorities, objectives and initiatives. With guidance from the Washburn Board of Regents, Washburn implemented its Strategic Framework in February 2024.

## Mission

Washburn creates educational pathways to success for everyone.

- Educational - Rigorous and intellectually stimulating. Washburn will provide learners with quality opportunities to learn from expert faculty, engage in critical thinking and explore new ideas. Curriculum content includes skill development for life and career readiness.
- Pathways - A variety of options for learners to pursue their educational, civic and career goals. This includes two-year and four-year degrees, Masters and Doctorate degrees, continuing education, technical certificates, diplomas and apprenticeships. Pathways also means learners will have flexibility to choose the path that best meets their individual needs and interests, including inter-university and K-12 partnerships.
- Success - As determined by each learner's unique perspective, dreams and journey.
- Everyone - People of all backgrounds and life experiences.

## Vision

A premier community of higher learning focused on life and careers.

- Premier - Providing outstanding academic quality, teaching excellence, learner success and community engagement; qualifying as an Employer of Choice.
- Community of Higher Learning - A supportive and collaborative environment where learners, faculty and staff can come together to learn from each other and to grow intellectually.
- Focused on Life and Careers - Committed to preparing learners for success in both their personal and professional lives. This includes providing learners with the knowledge, critical thinking and problem-solving skills and civic values to develop to their full potential as individuals, citizens and professionals.

## Values

Creating positive **IMPACT**. Inclusion. Modernization. Partnership. Achievement. Community. Transformation.

- Inclusion - Creating a welcoming and supportive environment for all learners, faculty, staff and visitors, regardless of their background or identity.
- Modernization - Ensuring financial stability while developing new ideas, methods and technologies that improve teaching and learning, scholarship and the lives of others.
- Partnership - Fostering collaboration among learners, faculty, staff and external partners to solve problems and achieve common goals.

- Achievement - Demonstrating excellence by providing high-quality teaching and learning, conducting meaningful scholarship and producing graduates who are prepared to make a difference in the world.
- Community - Becoming a valued community asset and an Employer of Choice.
- Transformation - Helping learners to develop knowledge, skills and values.

## Priorities, Objectives & Initiatives

### Priority A: Expand learner success opportunities and pathways

- Objective: Enhance current offerings and develop new and innovative academic pathways and programs
  - optimize academic portfolio of program offerings to attract learners and prepare graduates for success
  - increase number of experiential learning opportunities beyond the classroom
  - meet needs of adult learners in the community we serve
- Objective: Increase number of Northeast Kansans who participate in postsecondary education.
  - expand outreach and opportunities to Northeast Kansans to make postsecondary education a possibility for more learners
  - increase postsecondary attending rates of Northeast Kansans at Washburn
  - increase number of pathways with Kansas postsecondary institutions
- Objective: Enable equitable opportunities.
  - increase academic success of all Washburn learners
  - grow number of learners from unrepresented groups
  - increase the number of students in targeted learning populations (first-generation, military, corrections, concurrent enrollment program and high school)

### Priority B: Enhance our environment to learn, work and thrive.

- Objective: Optimize campuses to offer superior learning and working environments.
  - develop a master plan for all campuses to 2030 and beyond
  - emphasize development of gathering spaces for learners, faculty and staff to learn, work and build community
  - execute the planned and funded building and renovation projects
- Objective: Enhance work environment in order to become an employer of choice.
  - evaluate, develop and maintain competitive compensation and benefits for all employees
  - enhance training, orientation and ongoing professional development for all employees
  - evaluate and improve key operational processes
- Objective: Foster an engaging and energetic environment of vibrancy, belonging and safety.
  - optimize engagement opportunities for all learners with academic, athletic, cultural, organizational and community activities
  - develop programs and activities that enhance a culture of wellness and belonging for all

- foster safety of campus and engage city and county partners to improve safety in our surrounding community and on routes to campus

### **Priority C: Accelerate partnerships to grow the community.**

- Objective: Fortify interdependent relationship among Washburn, Topeka and Shawnee County.
  - tell Washburn's story in our community and across the state to increase awareness and support of Washburn and its educational and cultural opportunities
  - promote Washburn in Topeka and Shawnee County, leveraging our partnership and programs to further develop a thriving college-town environment
  - support success of the community's strategic plan - Momentum 2027
- Objective: Expand collaboration with education, business, industry and government to serve the needs of learners and employers.
  - further develop and formalize effective advisory boards with employers and leaders to inform and support curricula and programs
  - expand apprenticeship and internship opportunities for learners with regional employers
  - implement a best-practices, career-engagement model to provide comprehensive Career Engagement for learners and employers
- Objective: Implement new state-of-the-art programs to support industry needs and enable economic growth.
  - collaborate and strengthen partnerships with K-12 schools in our community to support students in their learning journeys and paths to careers
  - develop interprofessional health-related educational programs and opportunities
  - create programs anticipating regional and state needs in manufacturing and aviation

## **Belonging at Washburn**

Washburn is committed to cultivating an inclusive learning, living, and working community, facilitating the success of all people, and supporting all individuals. An inclusive community values diversity in culture, socio-economic status, race, ethnicity, nationality, place of origin, language, ability, gender identity, gender expression, sexual orientation, religious and non-religious identity, political and social ideology, family background, veteran status, and age, as well as the intersections of these identities. The University strives to provide opportunities for its members to reflect upon their own perspectives while examining the perspectives of others, resulting in a culture of empathy and respect for all.