

“UNLEASH THE GENIUS”

STRATEGIC PRIORITY

1

Increase Student Enrollment: By June 30, 2024, we aim to strengthen WSSU’s position as a “first choice” institution for diverse undergraduate and graduate students by increasing the total projected fall 2024 enrollment by 3%.

- Tactic 1: Collaborate with the Lumina Foundation and ideas42 to streamline the undergraduate admission process that influences the “Intent to Enroll-to-Actual Enroll” conversion yield rate.
- Tactic 2: Partner with Project Kitty Hawk and ReUp to increase adult learner enrollment in online coursework.
- Tactic 3: Increase the allotment of scholarship funds for new students across subgroups (e.g., new freshmen, readmits, transfers, adults).
- Tactic 4: Initiate the financial aid awarding process for prospective new students in February 2024.

STRATEGIC PRIORITY

2

Improve Undergraduate Degree Efficiency: By June 30, 2024, we will increase undergraduate degree efficiency to 24%.

- Tactic 1: Launch the Office of Student Success Collaborative to assist the campus with using EAB Navigate subgroup data to impact retention rates.
- Tactic 2: Launch Scholarship Universe to increase the number of scholarships awarded.
- Tactic 3: Increase the number of undergraduate students employed on campus earning \geq \$12 per hour via Federal Work Study or on-campus student employment.
- Tactic 4: Partner with Georgia State University’s National Institute for Student Success to reduce academic performance equity gaps.

STRATEGIC PRIORITY

3

Increase Four-Year Completion Rates: We will position WSSU as a national model of student success by improving four-year completion rates to 37.4% before June 30, 2024.

- Tactic 1: Launch EAB Academic Planner with 4-year curriculum maps.
- Tactic 2: Use the summer “trimester” to increase the students who earn 30 credit hours per year and a 2.0 grade point average.
- Tactic 3: Launch official student-focused educational and marketing campaigns like “15 in 8 to Graduate” and “30 Credits or More to Graduate in Four.”
- Tactic 4: Create belonging opportunities representative of the student diversity profile.

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4

Enhance Operational Efficiency: We will improve WSSU's business operations to yield a 5% increase on the “Institution is Well Run” rating on the UNC System Employee Engagement Survey.

- Tactic 1: Establish a detailed budget process that aligns budget priorities according to the WSSU 2023 Unleash the Genius strategic plan.
- Tactic 2: Leverage the MGT Consulting report to revise the organizational structure of academic units within the Division of Academic Affairs.
- Tactic 3: Create succession plans for Tier I and Tier II leaders.
- Tactic 4: Invest in faculty and staff training to deepen knowledge and enhance skills that advance the institution's mission.
- Tactic 5: Integrate student-, faculty-, and staff-focused events that celebrate “exemplars” who demonstrate desired institutional values and work ethic.

STRATEGIC PRIORITY

5

Strengthen Partnerships with Constituents: By June 30, 2024, we will strengthen WSSU's reputation with constituents by increasing financial contributions for scholarship support that reduce first-time student debt to \$23,999 at graduation.

- Tactic 1: Saturate the market with mission-focused stories about staff, faculty, student, and alumni “genius.”
- Tactic 2: Disseminate a WSSU Signature Partnership Framework that yields ≥5 signature partnerships.
- Tactic 3: Share WSSU's funding priorities 2023-24 with alumni, continuing donors, and prospective donors to assist them with leveraging WSSU's value proposition to increase scholarship support.
- Tactic 4: Leverage ≥3 legislative priority meetings with elected officials to seek additional budgetary appropriations for student funding support.
- Tactic 5: Secure financial commitments from all members of WSSU's leadership teams, Boards, and constituent partners.