



## Goal Focus Areas with Prioritized Strategies

### **GOAL B. ENSURE SUCCESS.**

*To ensure long-term success of the University.*

Millersville University will enhance its capacity to serve the public good as we build upon our reputation of academic excellence and expand our sustainability practices. We will accomplish this goal by managing our growth thoughtfully, practicing fiscal responsibility, promoting environmental and civic responsibility and seeking new markets and audiences to secure our long-term financial stability.

#### *Prioritized Strategies:*

- GB S1. Develop and execute a strategic enrollment management plan that identifies strategies to enhance markets for out-of-state and out-of-country recruitments and additional markets such as transfer students and program completers with the goal to systematically grow the University headcount to 10,000 by fall 2020.
- GB S2. Enhance existing and develop new revenue streams including possible new tuition models, fee structures and housing models.
- GB S3. Increase and enhance fundraising and friend-raising efforts to support the University's prioritized needs.
- GB S4. Promote Millersville as a destination university by focusing on rebranding and marketing efforts that promote our quality experiences and excellence of programs to attract new markets and grow current markets within Pennsylvania.
- GB S5. Through the new academic master plan, invest in the development of new, innovative academic programs or the revision of existing programs to meet emerging workplace needs.
- GB S6. Position Millersville to become a recognized leader in civic responsibility, global initiatives and sustainability – including environmental stewardship.
- GB S7. Create and maintain infrastructure, services and employee relations to support long-term success and fiscal stewardship.