Context for Planning

In 2023 and 2024, the University Planning Committee and Strategic Planning Committee updated institutional mission and vision statements and drafted the Strategic Plan 2035. Members of the MTSU community provided input through participation in 18 listening sessions and submission of more than 4,800 surveys and online response forms. Respondents included students, faculty, and staff, as well as alumni, donors, and trustees. From this feedback, several important themes emerged, and they are divided below into those that can be leveraged, meaning they are a strength or present an opportunity, or perceived weaknesses or threats that the university should address.

EMERGENT THEMES TO LEVERAGE

Institutional strengths and opportunities that should be sustained and leveraged through planning:

- A comprehensive portfolio of excellent and distinctive academic programs, including several signature programs with national prominence and significance.
- Talented, diverse, and dedicated faculty and staff who focus on delivering quality educational experiences and nationally recognized student support services.
- Gifted and committed students from diverse backgrounds and experiences who themselves accomplish national and international acclaim.
- An engaged and supportive family of individuals, community, and industry partners.
- An educational enterprise that is affordable and accessible and that provides substantial value to its students, the local community, state, and region.
- Safe, accessible, and impressive new facilities and a campus community located in a vibrant and growing geographic region.

EMERGENT THEMES TO ADDRESS

Continuing and developing issues the institution must plan for in the future:

- As the core enterprise of the university, sustained academic excellence should be assured through persistent provision of superior faculty, up-to-date facilities, and effective and impactful instructional methods.
- To remain competitive and attractive, the institution should continue to enhance its online and graduate offerings while seeking expansion into in-demand professional programs and identifying sources of financial support for students.
- There is a need to make residential and non-residential student and campus life more vibrant, attractive, and engaging, and additional enhanced student housing options should be a significant factor in that endeavor.
- We should communicate effectively with all stakeholders and clarify our institutional brand to effectively articulate both the value of education as a pathway to prosperity and how MTSU contributes to student growth and achievement.
- To sustain MTSU's longstanding legacy as an institution with excellent faculty and staff, MTSU should recommit to becoming an employer of choice through studying and addressing factors impacting employee satisfaction and retention.
- The institution should successfully advocate for increased public funding, engagement of additional private support, and ensure that future expenditures align with strategic priorities.
- The institution should streamline or revise administrative policies, processes, and practices that could hinder our ability to innovate and to successfully function as a high research activity institution.