



## Fairmont State University aspires to be **A GREAT PLACE**

**TO LEARN, TO WORK & TO CALL HOME.**

**Aspirational Goal 1:** Provide grounded educational experiences, fueled by personal relationships and holistic support, which contribute to all students' successful careers and lives.

**Key Initiatives:**

- 1.1. Deliver outstanding **academic programs** in high-demand and foundational fields, with small classes taught by passionate and relatable faculty experts.
- 1.2. Provide wrap-around **student support** services that promote physical and mental wellness, academic success, financial stability, and multiple paths to achieve individuals' goals.
- 1.3. Ensure exceptional **student experiences** outside the classroom, including athletics, campus housing, student organizations, and activities.
- 1.4. Implement consistent, reliable, and predictable **student processes** that allow them to easily and successfully navigate their collegiate experience.
- 1.5. Prepare students for their **careers and lives** through comprehensive preparation, experiential learning, student employment, and programs on civic rights & responsibilities.

**Aspirational Goal 2:** Become the premiere higher education employer in West Virginia for full-time, part-time, and student employees.

**Key Initiatives:**

- 2.1. Compensate employees **competitively** and equitably based on accurate classification, state-wide benchmarks, individual qualifications, and performance.
- 2.2. Offer exceptional **benefits and quality of life** enhancements that attract, retain, and raise the morale of all employees.
- 2.3. Develop **supportive work conditions** that foster employees' success and provide maximum flexibility.
- 2.4. Establish clear **career paths**, with professional development opportunities and support for every employee in all divisions.
- 2.5. Create a **positive organizational culture** in which employees' expertise is respected, collaboration is the norm, we don't start with 'no,' communication is ubiquitous, trust is universal, and adaptability is embraced.

**Aspirational Goal 3:** Create a vibrant campus, where everybody is welcomed, valued, and wants to spend time, which serves as a bedrock institution for North-Central West Virginia.

**Key Initiatives:**

- 3.1. Maintain a beautiful, safe, accessible, and thriving **campus**, with intellectual, cultural, and athletic **opportunities** that attract both university and community members.
- 3.2. Demonstrate to **regional residents** that Fairmont State is their university, a destination for entertainment, and an integral contributor to economic development and opportunity.
- 3.3. Promote the **civic engagement** of students, faculty, and staff with a broad range of community organizations, contributing their expertise while learning from their experiences.
- 3.4. Cultivate **alumni** connections with the University, engagement as Falcons, and support of advancement efforts.
- 3.5. Serve as **stewards of place**, actively contributing to the preservation and celebration of Central Appalachian culture.

**Mission:** Fairmont State University educates engaged citizens in an environment distinguished by excellence inside and outside the classroom, exceptional student success, and transformational impact on West Virginia.

# STRATEGIC PLAN



FAIRMONT STATE  
UNIVERSITY™

The **Strategic Vision** will be operationalized through a series of interconnected **implementation plans**, which collectively will form the **Strategic Plan**:



All implementation plans will contain **SMART** (Specific, Measurable, Achievable, Relevant, and Time-bound) **Objectives** that will be used to measure progress towards our **Strategic Vision**.

*If you contributed ideas to the strategic planning sessions, you might wonder why some of those specific recommendations aren't called out in the Strategic Vision. Rest assured we appreciate their importance and we did not forget or ignore them. They were all recorded and will be used to draft specific actions during development of implementation plans.*