

KANSAS STATE UNIVERSITY

# NEXT-GEN K-STATE

STRATEGIC PLAN SUMMARY

OLATHE



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## OLATHE STRATEGIC PLAN SUMMARY

### MISSION

The mission of Kansas State University is to foster excellent teaching, research and service that develop a highly skilled and educated citizenry necessary to advancing the well-being of Kansas, the nation and the international community. The university embraces diversity, encourages engagement and is committed to the discovery of knowledge, the education of undergraduate and graduate students and improvement in the quality of life and standard of living of those we serve.

### VISION

**Kansas State University will lead the nation as a next-generation land-grant university** — setting the standard for inspiring learning, creativity, discovery and engagement that positively impacts society and transforms lives in Kansas and around the world.

### OLATHE GUIDEPOSTS

**K-State Olathe will lead the Kansas City region as a next-generation land-grant university** — setting the standard for inspiring discovery, creating opportunity and shared prosperity, positively impacting society, and transforming lives in Johnson County, the Kansas City region, the State of Kansas, and around the world.

### VALUES

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|------------------------|--|
| <b>CONNECTION</b>      | <b>We are stronger together</b> — cultivating trust and building relationships to connect our K-State community with our state, nation and world. <i>We exemplify this through purposeful collaboration.</i>   |
| <b>COURAGE</b>         | <b>We lead with bold conviction</b> — rising to the moment, even when the course is uncharted, to deliver the greatest good for areas of greatest need. <i>We have a zest for innovation, leveraging an agile, creative approach to all we do.</i>                     |
| <b>IMPACT</b>          | <b>We listen, adapt and challenge the status quo</b> — leading change through learning and discovery that transforms lives and creates shared prosperity for all. <i>Striving for excellence in all we do is foundational to positively impacting our communities.</i> |
| <b>LEARNER-FOCUSED</b> | <b>We welcome all who seek to learn and grow</b> — providing an accessible, inclusive and exceptional experience that helps them achieve their potential. <i>We commit to meeting people where they are and open doors for them.</i>                                   |
| <b>PEOPLE-CENTERED</b> | <b>We are everything because of our people</b> — supporting, valuing and inspiring our entire K-State Olathe community and championing a culture of belonging for all.   |
| <b>STEWARDSHIP</b>     | <b>We are committed to our future</b> — using our resources responsibly to leave a positive, lasting legacy.   |

### OUR CAMPUS GOALS

Our strategic plan prioritizes areas of focus and elevates strategies identified by the university's strategic plan that will aggressively accelerate our institution and enable us to meet our 2030 vision of leading the nation as a next-generation land-grant university. In addition, our campus has established four stretch goals to be achieved in the next five years, including:

- Reach an enrollment of 500 students
- Increase the yearly-awarded research revenue to achieve a \$3 million per year average
- Diversify revenue streams to ensure greater campus sustainability and viability
- Enhance our campus engagement and outreach to strengthen the pipeline of industry and community partnerships

## OUR STRATEGIC IMPERATIVES

### ACCELERATE ACADEMIC INNOVATION TO MEET THE NEEDS OF STUDENTS AND LIFELONG LEARNERS

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We must reimagine everything about how we educate and prepare learners — broadly challenging ourselves to move nimbly beyond our traditional approaches and lean into a culture of disruption, agility and change.

#### KEY PRIORITIES:

- Build a culture of academic innovation supported by resources, processes and partnerships
- Identify and pursue the right programs that attract learners and meet the workforce needs of Olathe, Johnson County, the Kansas City region and beyond

#### METRICS:

- Completion of campus space assessment
- Completion of internal annual program partners meetings
- Number of new opportunities, programs, or initiatives developed
- Number of internal and external communications and other key data points

### BUILD AND SUSTAIN THE NEXT-GENERATION LAND-GRANT WORKFORCE AT K-STATE

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We must establish a foundation that enables us to grow our next-generation land-grant workforce, inclusive of a common culture, systems and structures that value, incentivize, recognize and empower faculty and staff.

#### KEY PRIORITIES:

- Identify and ensure the appropriate staffing levels to support the growing campus of the future
- Build a culture of community and equity to retain, support and develop opportunities for Olathe employees
- Coordinate consistent policies and procedures within K-State Olathe to support a welcoming and agile campus

#### METRICS:

- Completion of quarterly assessments
- Number of offerings and awards
- Increased number of diverse candidate applications
- 100% participation in professional development
- 100% completion of revised performance evaluations
- Completion and implementation of policies, procedures and new resources

### DELIVER AN UNMATCHED AND IMPACTFUL STUDENT EXPERIENCE

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We must take an already strong student experience and make it even stronger — empowering students with support and experiences that position them for immediate and lifelong success.

#### KEY PRIORITIES:

- Ensure learner support that is responsive to the needs of a diverse learner population from first inquiry throughout their career
- Develop programs and curriculum that are responsive to workforce and talent needs and create learner opportunities that incorporate career and professional experiences

#### METRICS:

- Number of offerings, meetings, engagements and enrollment activities
- Program quality receives ratings of 4 out of 5 or above on evaluations
- Completion of annual and quarterly assessments
- Development of Student Welcome Center
- Quarterly DEI discussions and programs

## DRIVE TRANSFORMATIONAL DISCOVERY, INNOVATION AND SCHOLARSHIP

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We must transform how we carry out our research mission in an integrated, interdisciplinary way — from our focus areas and culture to strategically building capacity through structures, resources and people.

### KEY PRIORITIES:

- Ensure investment in facilities and personnel that support research, innovation and discovery
- Communicate the impact of cutting-edge discovery, forward-thinking and trailblazing research and scholarship to our stakeholders

### METRICS:

- Development of process of evaluating opportunities
- Completion of annual assessment
- Creation of inventory of funding support
- Number of grant submissions, grants, federal and state dollars, opportunities and communications

## INTEGRATE ENGAGEMENT ACROSS ALL WE DO

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We must maximize the impact of our engagement, outreach and Extension services — fully leveraging and elevating engagement as the third co-equal pillar of our land-grant mission.

### KEY PRIORITIES:

- Serve as an active and engaged partner to the Kansas State University system, education peers and community stakeholders
- Continue to explore and find opportunities to build new partnerships that align with the priorities and initiatives of the campus
- Strategically engage with K-12 and community college partners to develop education and career pathways that align with Kansas State University's priorities

### METRICS:

- Number of engagements, collaboration opportunities and partnerships
- Delivery of marketing plan
- Development of framework for high school internship program and research opportunities
- Number of participants, inquiries and events
- Satisfaction rating of 4 out of 5 on feedback surveys
- Completion of annual assessment

## INVEST IN THE JOBS AND ECONOMIES OF TOMORROW

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We must focus on business development, job creation and unique partnerships that drive economic prosperity, impact and growth in Kansas and beyond.

### KEY PRIORITIES:

- Foster opportunities and build partnerships that ensure learners engage with industry to develop career-ready skills (e.g., Internships, apprenticeships, capstones and mentorships)
- Provide and build an infrastructure that supports innovation, incubation and acceleration of ideas, products, research and service

### METRICS:

- Rating of 4 of out 5 on speaker evaluations
- Increase in number of students utilizing mentorship program
- Completion of annual assessment
- Number of conferences, offerings and internships
- 100% of materials added into a learning management system

## KEY INITIATIVES

By building on our strong historic campus focus areas and foundational expertise, K-State Olathe is uniquely positioned to disrupt the traditional higher education paradigm and aggressively accelerate the university in accomplishing the university identified strategic imperatives. Further, in doing so, we place ourselves on the path to achieve the campus strategic goals.

Two key initiatives will serve to capitalize on what we do well as a campus and demonstrate aggressive and assertive actions of an enterprising campus that aspires to lead transformational change.

### THESE INCLUDE:

- **Advanced Manufacturing and Supply Chain** — K-State Olathe will be a leader in academic innovation by disrupting the traditional academic mold. We will build a strong education and research program to meet the needs of the Advanced Manufacturing and Supply Chain industry in the Greater Kansas City region, the State of Kansas and throughout the nation.
- **Food as Medicine and Community Health** — K-State Olathe will establish a center for interdisciplinary and transdisciplinary research focused on food as medicine and community health that links to bio- and food manufacturing. Leveraging our existing strengths, we will tackle one of the grand societal challenges focusing on community health and wellbeing, sustainability, global food security and enabling technologies. Implement consistent, modern policies that help inform effective and efficient decision-making across the university.



**LEARN MORE**

Visit [olathe.k-state.edu/about/next-gen/strategic-plan](https://olathe.k-state.edu/about/next-gen/strategic-plan) for more about the K-State Olathe strategic plan and our progress.