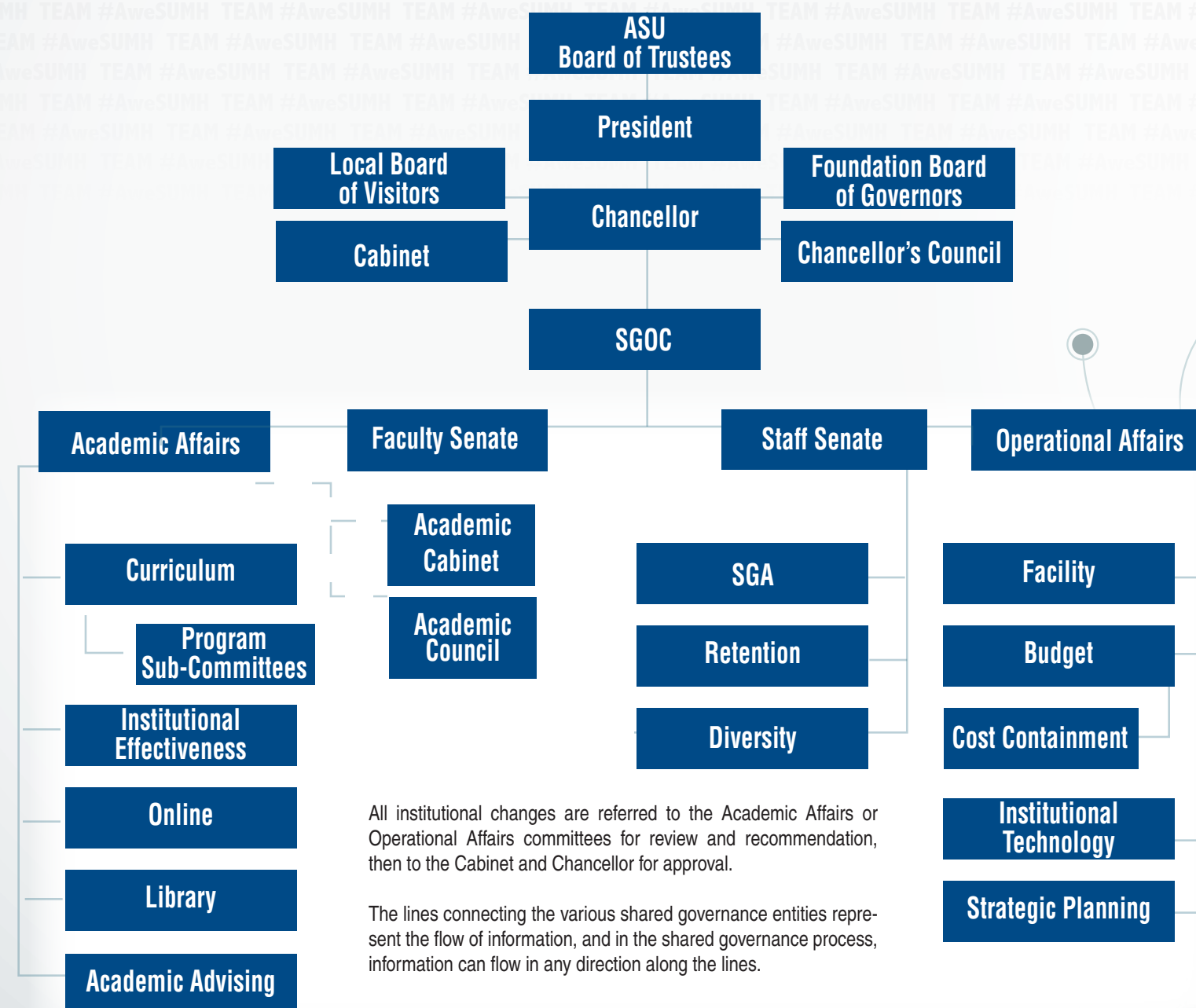


The Board of Trustees governs the Arkansas State University System, consisting of multiple campuses, sites, and centers located throughout the service area of the University. Members of the Board of Trustees are appointed by the Governor of Arkansas. This is the policy-making governing board.

The local Board of Visitors serves as an external advisory body to the Chancellor. Members of the board have attained prominence in their field and are chosen because of their value in providing sound advice and counsel.

HIERARCHY OF DECISION MAKING (SYSTEM/CAMPUS)



THE MISSION OF ASUMH IS TO LEAD THROUGH EDUCATIONAL OPPORTUNITIES

- LIFELONG LEARNING
- ENHANCED QUALITY OF LIFE
- ACADEMIC ACCESSIBILITY AND
- DIVERSE EXPERIENCES



VISION STATEMENT:

CREATING OPPORTUNITIES ~ CHANGING LIVES

ASUMH will provide expertise and resources to create opportunities and change lives.

INSTITUTIONAL PURPOSES

Embedded in the mission statement are the ASUMH Institutional Purposes:

- To provide affordable and accessible educational opportunities.
- To create enlightened citizens through diverse experiences.
- To provide a foundation for lifelong learning.
- To help students achieve personal and career goals to enhance their quality of life.

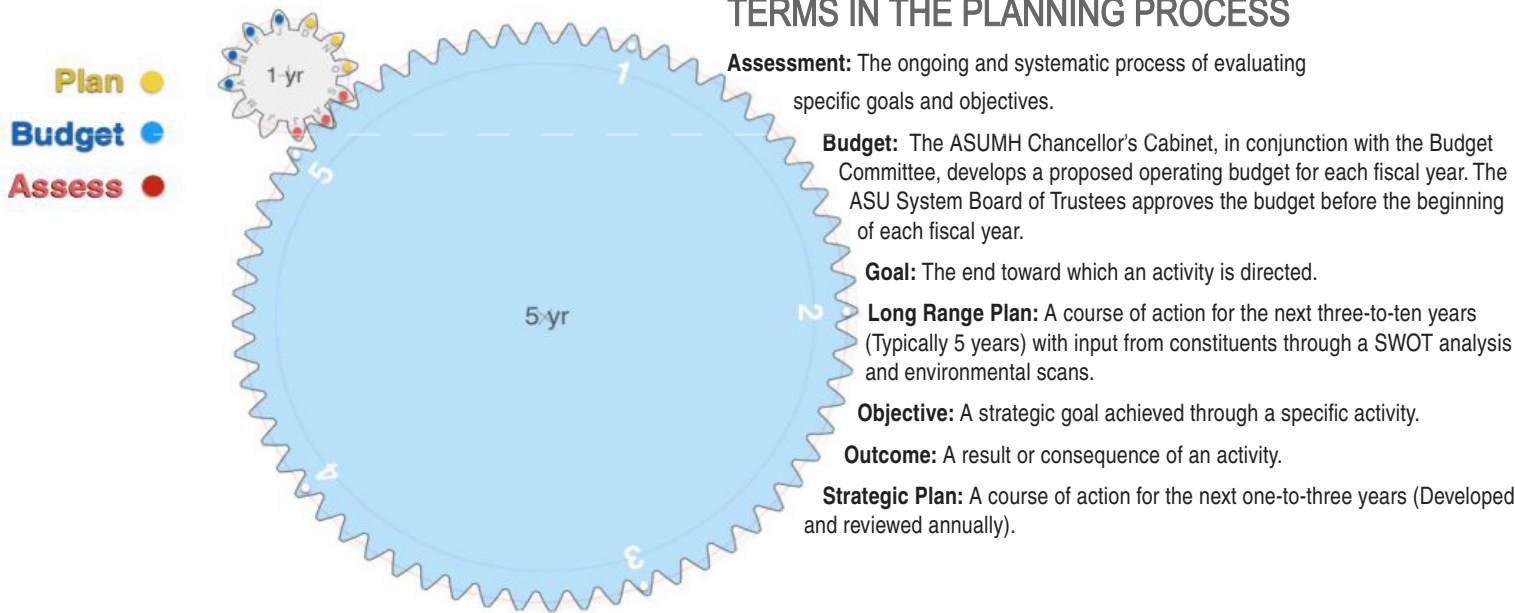


GENERAL EDUCATION OUTCOMES (Revisions approved February 2016)

Students completing a degree or technical certificate at ASUMH will have demonstrated:

1. Comprehension of English/communications, mathematics, social sciences, and the sciences appropriate to the discipline or field. (L) [Learning]
2. Written and verbal communication. (C) [Communication]
3. Evaluation of diverse perspectives and cultures as they relate to the individual, the community, and the global society (D) [Diversity]
4. Application of technology appropriate to discipline or field. (T) [Technology]

TERMS IN THE PLANNING PROCESS



Assessment: The ongoing and systematic process of evaluating specific goals and objectives.

Budget: The ASUMH Chancellor's Cabinet, in conjunction with the Budget Committee, develops a proposed operating budget for each fiscal year. The ASU System Board of Trustees approves the budget before the beginning of each fiscal year.

Goal: The end toward which an activity is directed.

Long Range Plan: A course of action for the next three-to-ten years (Typically 5 years) with input from constituents through a SWOT analysis and environmental scans.

Objective: A strategic goal achieved through a specific activity.

Outcome: A result or consequence of an activity.

Strategic Plan: A course of action for the next one-to-three years (Developed and reviewed annually).

LONG RANGE INSTITUTIONAL GOALS 2018-2023

Arkansas State University-Mountain Home will:

1. Facilitate expansion of partnerships with universities to offer higher-level degrees. *(Bachelor's degrees; Master's degrees; Degree Center; collaborative programs)*
2. Provide resources to increase student enrollment, retention, graduation, licensure completion, and career placement rates. *(recruiting; advising; marketing; career counseling; career placement; veteran services; tutoring; academic support)*
3. Provide student and community-centered educational programs that enable students to earn associate degrees and certificates, transfer to four-year institutions, and enhance workforce skills and life-long learning. *(transfer degrees; technical programs; niche programs; online education; distance programs; adult/community education)*
4. Provide advanced technology for instruction and institutional processes. *(software; hardware; classroom technology; improve efficiencies of business functions; registration; financial aid; advising; and online services)*
5. Increase internships and employment opportunities for graduates. *(internships; job shadowing; apprenticeship expansion; placement assistance)*
6. Expand opportunities on campus that will provide more options for student life and staff activities. *(pavilion; movie night; walking trail; homework park; basketball court; Wi-Fi expansion; Frisbee park; health clinic; food options; clubs; childcare)*
7. Expand educational delivery and cultural experiences throughout the service area and enhance collaborations with area schools, businesses, and communities. *(off-campus center; secondary center; internships; workplace training; online delivery)*
8. Provide a broad array of student services and support. *(streamline enrollment services and student center; online communities; advising; tutoring; testing)*
9. Provide for stewardship and expansion of facilities and resources to support university programs and activities. *(technical center; care and maintenance of facilities; oversight of funds and equipment; acquisition of equipment; facility utilization; hiring practices; sidewalks and parking)*
10. Procure additional funding through contributions, grants development, and other sources. *(development office; grant writing; alternative revenue).*
11. Promote ASUMH programs and expand the awareness of the value of higher education. *(alumni association; marketing [direct and image]; internal and external communication; conveying successes; more digital promotion and communication)*