



Long Range Plan 2018 - 2023



**Arkansas State
UNIVERSITY
MOUNTAIN HOME**

The vision of ASUMH is

Creating Opportunities~Changing Lives

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



The mission of ASUMH is to LEAD through educational opportunities.

- **Lifelong Learning,**
- **Enhanced Quality of Life,**
- **Academic Accessibility, and**
- **Diverse Experiences**



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

In order to implement its mission, ASUMH is committed to the following Academic Purposes:

1. Through a core curriculum of courses, students will acquire the basic foundation of lifelong learning.
2. Through an emphasis on writing within the curriculum, students will incorporate writing skills into all disciplines.
3. Through technology-enriched curricula, students will be required to employ technology skills within the disciplines.
4. Through the Associate of Arts and the Associate of Science degrees, students will gain the general education competencies, which will enable them to transfer into and be academically prepared to succeed in baccalaureate degree programs at four-year universities.
5. Through the Associate of Applied Science degrees and Associate of General Studies, students will gain the range of knowledge, specialized skills, and competencies necessary for successful entry into their respective fields.
6. Through technical certificates and certificates of proficiency, students will gain the specialized knowledge, skills, and competencies required for successful entry in the workforce.
7. Through adult education and college-preparatory courses in reading, writing, and mathematics, under-prepared students will have the opportunity to gain the skills and knowledge essential to achieve success at the collegiate level.
8. Through the Center for Workforce Education, business and industry students will be provided with customized training, knowledge, and technical skills.
9. Through the community education classes, citizens will gain the skills and knowledge they desire for personal enrichment and professional advancement.
10. Through academic support services, students will have assistance in achieving their educational goals.
11. Through the library, students will have access to resources and services.
12. Through financial aid programs, students will have access to information that may assist them with financing their education.
13. Through cultural programs and curricula, students and the local community will be encouraged to expand their awareness of diversity.
14. Through ongoing assessment and evaluation, programs and services will grow and change with the needs of the students served.

Long Range Goals

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 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 trainings; online delivery)
7. 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)
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)



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