



VISIONING PRINCIPLES

Going forward, Delta State University will be guided by ten building block visioning principles that will help us plan and shape our future.

First, at the top of the visioning priority list are academic excellence and student success. As a regional university of distinction, Delta State is committed to delivering and investing substantially in superior academic experiences for our students and professional development and research support for our faculty. This university will create a welcoming environment that is conducive to teaching and learning, and that serves as a path to success for our students. We are off to a great start with the Center for Teaching and Learning and with increased faculty research and grant writing support, as I mentioned earlier. And, I am very pleased that we are moving toward a capstone experience for every student in every degree program, as well as integrated discipline-specific writing assignments in upper division classes.

Academic Excellence and Student Success. With academic excellence and student success as its top priorities, Delta State will be a nationally and internationally known regional university of distinction, while primarily serving the Delta and the State of Mississippi. The university is committed to delivering and investing substantially in: a) superior academic experiences for students in the arts and sciences, business, education, and nursing; and a learning environment conducive to teaching and learning that provides a personal path to cultural growth and success for a diverse array of students to become productive members of society; and, b) professional development and research support for faculty.

Second is a student-centric focus. Delta State will provide its students with experiences that provide a path to individual and professional success, including opportunities for personal engagement, growth, and accomplishment—in and out of the classroom.

Student-Centric Focus. Delta State will provide its students with experiences that provide a path to individual and professional success. To complement the student academic experience, the university will provide dynamic extracurricular student-centric programs and services that focus on individual engagement, growth, and accomplishment; an excellent residential college experience; a safe and secure campus environment; leadership opportunities; self-governance; community awareness and service; recreation and entertainment; career counseling and preparation, health care; social and cultural development; and membership opportunities in a wide array of social, service, religious, and cultural student organizations.

Third, the university must have a solid business and financial platform. To support its academic mission and student success, as well as the faculty who drive both, Delta State will be a successful growth-oriented business with a stable financial base, best management practices, and first-class customer service.

Solid Business and Financial Platform. Delta State will be a successful growth-oriented business. To support its academic mission and student success, and the faculty who drive both, the university will maintain and continue to build a solid and stable financial base, engage in ethical and best management practices, provide first-class customer service, adhere strictly to its fiscal responsibilities, invest in enhanced technology campus-wide, and maintain and improve the campus infrastructure to ensure a physical environment that is conducive for teaching and learning.

Fourth, the university will significantly ramp up its efforts in the areas of marketing and student recruitment. To position Delta State as a center of education and culture, and as a university of choice for a diverse array of students, we will strategically increase our marketing presence and aggressively advance our recruiting efforts. We have a great product and a great message, and we will increase our salesmanship and messaging across the board.

Marketing and Recruiting. Delta State will undertake efforts to publicize the “hidden educational treasure of the Delta” for all to know. To position Delta State as a center of education and culture, a university of choice for a diverse array of students, and a major contributor to the improvement of the Delta and the State, the university will invest in public communications and student recruitment programs that will strategically increase our market presence and aggressively advance our recruiting efforts.

Fifth, we will pursue new revenue and funding streams. To supplement institutional revenue derived from tuition and the state, Delta State will secure the university's future success with private funding and alternative financial support—from grants, auxiliary enterprises, and private gifts from corporations, foundations, alumni, and friends.

New Funding Streams. Delta State will secure the university's future success with private funding and alternative financial support. To propel the university's regional, national, and international prominence, provide funding for a wide array of university programs and priorities, and supplement institutional revenue derived from tuition and the state, Delta State will increase its focus on attracting significant financial support from government grants, auxiliary enterprises, and private contributions from foundations, corporations, alumni, and friends.

Sixth, by providing programs that encourage a lifelong Delta State experience for our graduates, the university will promote alumni loyalty, engagement, and pride. Delta State is for a lifetime, not just a few years on campus.

A Lifelong Delta State Experience. Delta State will encourage alumni loyalty and pride, and provide a lifetime experience for graduates of the university. To ensure lifelong Delta State engagement opportunities for our alumni, the university will offer comprehensive programs of cultivation and involvement through national, chapter, campus, and individual initiatives.

Seventh, as a university of athletic champions, Delta State will continue to complement its academic mission with first-class intercollegiate athletic experiences for our students in the spirit of the NCAA Division II philosophy that blends academics and athletics.

A University of Athletic Champions. Delta State will complement its academic mission with first-class intercollegiate athletic experiences. The university will continue to support and develop intercollegiate athletic programs that provide student-athletes with the full complement of personal and academic growth, athletic skills development, superb coaching and mentoring, scholarship assistance, first-rate facilities, a high level of competition, consistent post-season play, and community service, all in the spirit of the NCAA Division II ideal and philosophy that blend academics and athletics.

Eighth, Delta State will embrace distinguishing factors that describe *what* we are—a welcoming and hospitable regional university that provides a rich cultural experience, a supportive learning environment, and superb classroom instruction with an emphasis on the individual student. We will offer excellent general education, as well as signature programs that distinguish Delta State, such as those listed below, and that support one of the most affordable and accessible quality higher education opportunities in the country.

The Distinguishing Factors. Delta State will distinguish itself as a welcoming regional university that provides a rich cultural experience, a supportive learning environment, and superb classroom instruction with an emphasis on the individual student, and that embraces excellent general education, centers of excellence, and signature programs, including music, arts, and culture; commercial aviation; teacher education; geospatial information technology; business enterprise; accounting and supply chain management; outdoor recreation; nursing, dietetics, and health sciences; pre-professional and graduate school preparation; select graduate and on-line programs; winning intercollegiate athletics; and, service to the community. The university will continue to provide one of the most affordable and accessible quality higher education opportunities in the country.

Ninth, as a description of *who* we are, Delta State will promote and embrace traditional core values such as family, individual worth and well-being, good citizenship, and a healthy life style; intellectual and academic freedom; the pursuit of truth and knowledge; cultural enrichment; civility, inclusive excellence, and respect for all; and, integrity and ethical conduct, among many other desirable values, as listed below—all to support the well-rounded development of our students, and to provide a conducive environment for teaching and learning.

Core Values. To support the well-rounded development of our students, and to provide a conducive environment for teaching and learning, Delta State will promote and embrace traditional core values of family, individual worth, well-being, good citizenship, and a healthy life style; intellectual and academic freedom; the pursuit of truth and knowledge; cultural enrichment; a caring faculty and staff; significant student-faculty academic interaction; personal and professional development, leadership, resourcefulness, and competence; loyalty, commitment, and a strong work ethic; hospitality and family-orientation; civility, inclusive excellence, and respect for all; integrity and ethical conduct; accountability and transparency; diversity, inclusion, and fairness; and, customer and community service.

Tenth, as the educational and cultural center of the Delta, the university will strongly embrace community engagement and programs that address educational deficiencies and poverty, support economic growth, and promote civility and racial harmony.

Community Engagement. Delta State University will continue to serve as the educational and cultural center of the Delta, engage with Cleveland and surrounding communities in collaboration and partnerships, and provide leadership and programming that address educational deficiencies and poverty, support economic growth, and promote civility and racial harmony in the Delta Region.

We will pursue this collective vision—these future stages of Delta State success—by setting goals and objectives. We will meet our goals and objectives by employing strategies. Those strategies to reach our goals will be our priorities. And, our priorities will enjoy the benefit of support from our budget and our campus leadership. The vision is the end. The rest are the means to that end.