## Ideal Outcomes

When launching a comprehensive project such as SEP, it is essential to begin with the end in mind; to consider in advance the ideal outcomes of the project. I encourage the president, the admin team, and the SEP steering committee to review this list in the next month to inform revisions to the working group focus areas. We will then encourage all project participants to refer to it regularly in order to ensure attention to university priorities.

### Ideal Outcomes and Priorities

Given the order of our SEP visit one agenda, the steering committee was first to capture outcomes and priorities, and the president and admin team endorsed and expanded on those concepts.

* Increase and sustain enrollment
* Develop a strong recruitment plan for BHSU which includes identifying target markets and student “fit”
* Brand BHSU to strengthen identity and promote strengths
* Capture and articulate the Black Hills State University story
* Solidify the university’s mission while futuristically shaping its academic profile and student services to meet changing needs
* Align academic programs to regional workforce needs and emerging academic degrees
* Become data-driven in decision-making by determining essential data and developing data nomenclature, definitions, and comprehensive resource guides
* Create a campus culture of “outcome” focus with both processes and communication
* Assess student needs with data and be proactive and organize with clarity of wants versus needs
* Understand the entire student life-cycle and touch-points at BHSU; identify and remove barriers to retention (barrier busters); examine populations of students that do not persist
* Create co-curricular integration and determine ways to make academic programs more powerful with high-impact practices including living-learning community initiatives
* Emphasize cross-cutting skills of general education (ethics, civic engagement, writing) in promotion and value of BHSU
* Develop a community and corporate engagement plan that emphasizes Spearfish, Rapid City, and Western South Dakota
* Develop a recruitment plan [possibly in conjunction with International programs] a comprehensive package for recruiting students from various foreign countries or US territories so that it can offset future demographic changes that may occur in this decade.
* Clarify how BHSU-RC, online and dual-enrollment support the university mission:
  + Strategically increase delivery of on-line courses/degrees
  + Determine purposeful partnerships for BHSU-RC