

Excellence by Design:

— 2024-2030 —
ILLINOIS STATE UNIVERSITY'S
STRATEGIC PLAN

Goal-Level Metrics

The public-facing, goal-level metrics measure the progress of *Excellence by Design* through 2030. Progress will be tracked on the strategic plan website: StrategicPlan.IllinoisState.edu

SDI: Cultivate a Culture of Success and Belonging

IA. Champion Student Success:

1. Increase the FTIC retention rate to 85% by 2030
2. Increase the 4-year graduation rate to 60% by 2030
3. Increase the 6-year graduation rate to 70% by 2030

IB. Nurture Equity, Diversity, Access and Belonging:

1. Increase the retention rate of underrepresented students by 10% by 2030
2. Increase the 6-year graduation rate of underrepresented students by 10% by 2030
3. Increase our belonging rating for all students on the annual campus inclusion survey by 2% annually by 2030

IC. Promote a Community of Well-Being

1. Increase student engagement in activities, programs, or services that support the eight dimensions of wellness by 10% by 2030
2. Audit and produce a comprehensive review of well-being policies and processes by 2030
3. Integrate evidence-based well-being principles into at least 10 curricular or co-curricular initiatives, campus environments, or institutional infrastructure by 2030

ID. Bolster Faculty & Staff Success

1. Increase faculty and staff learning and development participation by 5% through 2030
2. Enhance faculty and staff retention by reducing turnover by 5% by 2030

SDII: Foster a Culture of Responsible Stewardship

IIA. Improve Efficiencies Across Campus

1. Enact a balanced budget by FY26
2. Develop and implement a resource allocation model by FY27
3. Develop and deliver a comprehensive master technology roadmap for the University by December 2025
4. Deposit 4% annually into unrestricted/uncommitted reserves by FY27

IIB. Advance Strategic Enrollment Management Methods

1. Increase graduate enrollment by 20% by 2030
2. Increase international students to 10% of the total population by 2030
3. Raise \$100 million to assist in various costs (tuition, fees, etc.) for students who meet specific financial criteria by 2030

IIC. Invest in Campus Infrastructure and Operational Resiliency

1. Develop and adopt a comprehensive Master Plan by 2027
2. Develop, adopt, and implement recommendations identified in the University Safety and Security Strategic Plan 2026
3. Develop and fully integrate 100% of University continuity plans for every campus department, school, center, and interdisciplinary studies unit by FY27

IID. Expand Our Commitment to a Culture of Sustainability

1. Achieve AASHE Stars rating of “Gold” by 2030
2. Increase the energy generated by on-site renewable systems 10% by 2030
3. Increase the number of Green Workplace Certified campus offices/units to 80% by 2030
4. Increase student participation in the Share Shop by 15% by 2030

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SDIII: Elevate Our Institutional Excellence

IIIA. Increase the Impact of Our Scholarly and Creative Productivity

1. Strengthen our ranking to be within the top 50% of R2 institutions by 2030
2. Increase the number of research and scholarship related news stories by 25% by 2030
3. Increase the number of scholars publishing/exhibiting each year to a minimum of 45% by 2030
4. Increase the quantity of faculty scholarly and creative activity recognition, per faculty member, by 10% by 2030
5. Increase the amount of scholarly grant expenditures by 10% each year with a goal of \$35 million by 2030

IIIB. Meet the Needs and Aspirations of Today's Learners

1. Increase the number of graduate, online degree, certificate, and micro-credentialed program offerings by 20% by 2030
2. Increase the number of nontraditional (online, working adult, rural, veteran, part-time) enrollments by 300% by 2030
3. Increase the number of non-credit and flexible credit experiences (micro-credentials/badges, certificates, short courses, professional development, credit for prior learning) offering by 50% by 2030

IIIC. Enhance Institutional Recognition

1. Secure 20 media placements annually in Chicago and other major national markets by 2030
2. Position our institution among the Top 100 Public Schools in *U.S. News & World Report's* rankings by 2030
3. Increase the number of faculty and staff winning regional, national, and international awards and serving in prestigious organizations by 20% by 2030
4. Increase flagship social media channel's audience and engagement by a combined 25% by 2030

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SDIV: Expand Mutually Beneficial Partnerships

IVA. Foster Coordinated Internal Engagement

1. Increase interdisciplinary or co-authored scholarly activities (publications, performances, inventions, etc.) by 20% by 2030

IVB. Enhance a Culture of Philanthropy

1. Plan, launch, and execute the University's next fundraising campaign
2. Increase the annual total of private support to an average of \$40 million by 2030

IVC. Target External Engagement

1. Increase opportunities for coordinated campus engagement in the state and federal legislative process by 20% by 2030
2. Increase student civic engagement, as measured by the NSSE civic engagement module, by 2% by 2030
3. Increase the number of new partnerships with community colleges and international institutions by 10% by 2030