



Kansas State University Olathe

Strategic Action and Alignment Plan

MISSION

To be the model and leader of adaptable, interdisciplinary and innovative education, research and public/private engagement in the Kansas City area, bridging the university with community, government and industry partners for a sustainable, global, knowledge-based economy

ASSUMPTIONS

- K-State Olathe is an integral component of K-State's multicampus system (Manhattan, Salina and Global campuses).
- This plan aligns with the Kansas State University Strategic and Visionary Plan (k-state.edu/2025).
- In partnership with the Johnson County Education Research Triangle (JCERT) Authority, K-State Olathe will contribute to workforce and economic development through research and graduate education in food, animal health and related sectors, and by supporting existing businesses and attracting new industry.
- Faculty, researchers and instructors at K-State Olathe will be a combination of resident and nonresident, full- and part-time experts, and visitors and adjuncts supporting graduate education, professional development, research, engagement and economic development initiatives.
- As defined in K-State's 2025 Visionary Plan, "engagement" refers to engagement, extension, outreach and service activities.
- K-State Olathe's educational programs will include (1) existing, unique and new research- and professional-based degrees (certificates, master's, and doctorates) as well as (2) courses, workshops and intensive training, most of which will be interdisciplinary and focused on industry needs.

KEY ACTIVITIES

Graduate Students

1. Recruit, retain and support high quality, diverse graduate students, and working professionals/executives from industries relevant to the region.
 - a) Design recruitment and retention strategies responsive to the demographics of the potential population, including local, national and international students and working professionals/executives.
 - b) Explore the elimination of tuition barriers for out-of-state and international students.
 - c) Develop an Olathe campus-based customizable executive master's in science or applied science that allows executives/working professionals to select and combine courses in technology/science and transferable skills that meet their needs and build capabilities in creative solution finding (research/project), and cross-generational and global competencies. Build a community of support with effective student services.
 - d) Provide outstanding mentorship and advising to our students and executives for their career preparation and/or progression.

Faculty and Staff

2. Use innovative strategies to recruit, promote and retain a highly talented pool of diverse faculty, researchers, instructors and staff. Promote the nontenure track model and a change-driven dynamic culture responsive to industry needs.
 - a) Pursue interdisciplinary coordinated hires and joint appointments across different departments, institutions and with industry.
 - b) Deliberately design new models to incorporate nontraditional faculty/researchers/instructors and capitalize on industry/government expertise.

Interdisciplinary

3. Make interdisciplinary learning a hallmark at K-State Olathe by leveraging, encouraging and growing interdisciplinary educational and research programs, removing institutional barriers, encouraging a culture of collaboration, and implementing innovative models for teaching/learning, training and research.

Structure and Program Development

4. Establish structure for academic authority at K-State Olathe through a school or college (e.g. School for Applied and Interdisciplinary Graduate Studies) to foster campus identity and facilitate development of a new campus model that can be especially responsive to industry, economic development and workforce needs.
5. Work with partners to assess, identify and respond to the needs for regional development, including professional and graduate programs and research that address evolving industry, government and urban interests, particularly in the Kansas City metro area that aspires to a global, knowledge-based economy.
6. Expand the graduate, certificate and noncredit programs at K-State Olathe by clarifying guidelines for initial offerings, removing internal and external barriers, and strengthening partnerships to meet rapidly growing industry and professional demands.
7. Actively engage the corporate and government sectors in creating internships, fellowships and academic programs that take advantage of the presence of K-State Olathe in the Kansas City metro region.

Research

8. Establish major nationally and internationally recognized interdisciplinary research programs and/or centers to support translational research that responds to solving real-world problems in collaboration with industry/governmental partners.
9. Develop and implement strategies to identify, support, pursue, administer and execute a broad spectrum of grant research funding that capitalizes on the unique opportunities afforded in Johnson County/K.C. metro and the industry.

Engagement and Outreach

10. Extend the university's local, state, national and international engagement in the Kansas City metro region efforts by:
 - a) expanding outreach activities with urban communities by providing big or complex data

- analytics for regional planning and development; and
- b) providing a state-of-the-art conference/symposia venue to bring together experts worldwide to collaborate, learn and network.

11. Emphasize the importance of K-State Olathe to faculty, students, alumni and other stakeholders; engage the university community in the evolving future of the campus; and provide regular updates on K-State Olathe progress as part of our multicampus system.
12. Integrate the long-standing relationships, cooperative efforts, partnerships and clientele of the K-State Research and Extension offices in the Kansas City metro area.
13. Expand strategic involvement and integrate K-12 engagement initiatives with educational and research programs to serve Olathe and the Greater Kansas City area, and in partnership with the Johnson County Research and Extension Office.

Communications and Marketing

14. Establish, promote and communicate the identity and image of K-State Olathe as an integral part of our multicampus system.
 - a) Deploy effective marketing and communication campaigns.
 - b) Utilize the existing clientele of K-State Research and Extension offices in the K.C. metro area as a marketing option (tool).
 - c) Enlist K-State alumni as ambassadors for K-State Olathe.
15. Leverage K-State Olathe as the hub for Kansas State University in the Kansas City area and as the preferred partner for graduate education, workforce development, research partnerships and technology transfer.

Institutional Capacity

16. Create/define a business model with funding/development strategies that leads to sustainable funding, a competitive advantage, strong industry connections/partners, and a diversified funding portfolio with strong extramural funding.



Kansas State University Olathe

Strategic Action and Alignment Plan

17. Assess, plan, identify and implement the institutional policies, processes, services, staffing and technology needed to support strategic directions for K-State Olathe.
 - a) Explore other successful models at similar campuses for lessons learned.
 - b) Identify the range of student services needed for the target student population.
 - c) Review and build the capacity of university units to support K-State Olathe directions, particularly the Graduate School and the Office of Research and Sponsored Programs.
 - d) Fully automate the Graduate School administrative processes to better support K-State's graduate students, including those at K-State Olathe.
18. Encourage and engage K-State colleges, departments and faculty to take advantage of the strategic opportunities provided by K-State Olathe to expand and extend their vision and reach.
19. Implement proactive facilities and infrastructure planning responsive to K-State Olathe's evolving needs; considering future developments such as interdisciplinary facilities/labs; problem and industry-focused fabrication laboratories; global research centers; classroom, office and conference space; and accommodations/hotel/conference center.
20. Develop and implement technology plans to optimize connectivity among the three campuses and partners to strengthen collaboration efforts, and support engaging, interactive high-level learning.

KEY OUTCOMES

Short Term (1 to 5 Years) <i>Key Outcomes</i>	Intermediate (6 to 10 Years) <i>Key Outcomes</i>	Long Term (11 to 15 Years) <i>Key Outcomes</i>
<p>What we expect to happen in 1 to 5 years?</p> <p>A. Multiple graduate programs and credit plus noncredit bearing courses, workshops and certificates in high-demand areas serving 500+ students (full and part time) [T3-7 of university themes]</p> <p>B. 100+ certificates and master's awarded [T3-6]</p> <p>C. 25+ researchers and instructors representing a range of expertise from the academy, industry and government</p> <p>D. Recognition for workforce relevant and ready innovative models (including educational/instructional technologies; K-12 partnerships) for interdisciplinary teaching, training, research and engagement</p> <p>E. Increased strategic partnerships with industry and government to provide high-level learning and experiential training opportunities for graduate students and working professionals/executives [T3-4]</p>	<p>What we expect to happen in 6 to 10 years?</p> <p>A. Increased number of graduate programs and credit plus noncredit bearing courses, workshops and certificates in high demand areas serving 1,000+ students (full and part time) [T3-7]</p> <p>B. Increased number of certificates, master's and doctorates awarded [B-5, T3-6]</p> <p>C. 50+ researchers and instructors representing a range of expertise from the academy, industry and government</p> <p>D. National recognition for new models and interdisciplinary teaching, training, research and engagement</p> <p>E. Expanded strategic partnerships with industry and government that provide high-level learning and experiential training opportunities for graduate students [T3-4]</p>	<p>What we expect to happen in 11 to 15 years?</p> <p>A. Graduate programs and credit plus noncredit bearing courses, workshops and certificates in high demand areas serving 2,000+ students (full and part time) [T3-7]</p> <p>B. Increased number of certificates, master's and doctorates awarded [B-5, T3-6]</p> <p>C. 100+ researchers, instructors and staff representing a range of expertise from the academy, industry and government</p> <p>D. International recognition for new models and interdisciplinary teaching, training, research and engagement as well as new paradigms for university engagement</p> <p>E. National/international recognition for strategic partnerships with industry, community and government</p>



Kansas State University Olathe

Strategic Action and Alignment Plan

Short Term (1 to 5 Years) <i>Key Outcomes</i>	Intermediate (6 to 10 Years) <i>Key Outcomes</i>	Long Term (11 to 15 Years) <i>Key Outcomes</i>
<p>What we expect to happen in 1 to 5 years?</p> <p>F. Learners and trainers engaged in collaborative research projects or internships with industry/government [T3-5]</p> <p>G. Major interdisciplinary research centers of excellence that support translational research to solve real-world problems [T1-1]</p> <p>H. Expanded urban engagement in the K.C. metro area [T4-4]</p> <p>I. K-State Olathe is optimized as a convener for regional development issues and state-of-art conference/symposia venue in the K.C. metro area</p> <p>J. Increased recognition of K-State Olathe as the source of collective expertise, information and tools to solve complex problems (e.g., societal, political, environmental, business and health)</p> <p>K. Campus recognized as a showcase of sustainable design</p> <p>L. Increased funding available beyond JCERT from a growing diverse portfolio of resources (tuition, grants, contracts, state funds and philanthropy)</p> <p>M. Effective, efficient and transparent institutional processes and procedures in place to support strategic directions</p>	<p>What we expect to happen in 6 to 10 years?</p> <p>F. Increased number of graduate students engaged in collaborative research projects or internships with industry/government [T3-5]</p> <p>G. Increased number of regionally and nationally recognized interdisciplinary research centers of excellence [T1-1]</p> <p>H. Increased engagement activities in the K.C. metro area contribute to our recognition as a leader reaching and partnering with urban communities [T4-4]</p> <p>I. Nationally recognized as a state-of-art conference venue</p> <p>J. Regional recognition of K-State Olathe as the source of collective expertise, information and tools to solve complex problems (e.g., societal, political, environmental, business and health)</p> <p>K. A campus community experience supported by signature facilities, technology and land use that promotes collaborative learning and working environments, multidisciplinary work and industry/governmental partnerships</p> <p>L. Increased funding available from a diverse portfolio of resources</p>	<p>What we expect to happen in 11 to 15 years?</p> <p>F. Increased number of students engaged in collaborative research projects or internships with industry/government [T3-5]</p> <p>G. International recognition and global reputation for interdisciplinary research</p> <p>H. Increased engagement activities in the K.C. metro area contribute recognition of K-State as a model for the future of land-grant institutions</p> <p>I. Nationally and internationally recognized as a state-of-art conference venue</p> <p>J. National/international recognition of K-State Olathe as the source of collective expertise, information and tools to solve complex problems (e.g., societal, political, environmental, business and health)</p> <p>L. Sustainable funding based on a diverse portfolio of resources for K-State Olathe</p>