

KANSAS STATE UNIVERSITY

NEXT-GEN K-STATE

STRATEGIC PLAN SUMMARY

OLATHE



NEXT-GEN K-STATE

OLATHE STRATEGIC PLAN SUMMARY

MISSION

The mission of Kansas State University is to foster excellent teaching, research and service that develop a highly skilled and educated citizenry necessary to advancing the well-being of Kansas, the nation and the international community. The university embraces diversity, encourages engagement and is committed to the discovery of knowledge, the education of undergraduate and graduate students and improvement in the quality of life and standard of living of those we serve.

VISION

Kansas State University will lead the nation as a next-generation land-grant university — setting the standard for inspiring learning, creativity, discovery and engagement that positively impacts society and transforms lives in Kansas and around the world.

OLATHE GUIDEPOSTS

K-State Olathe will lead the Kansas City region as a next-generation land-grant university — setting the standard for inspiring discovery, creating opportunity and shared prosperity, positively impacting society and transforming lives in Johnson County, the Kansas City region, the State of Kansas and around the world.

VALUES

CONNECTION	We are stronger together — cultivating trust and building relationships to connect our K-State community with our state, nation and world. <i>We exemplify this through purposeful collaboration.</i>
COURAGE	We lead with bold conviction — rising to the moment, even when the course is uncharted, to deliver the greatest good for areas of greatest need. <i>We have a zest for innovation, leveraging an agile, creative approach to all we do.</i>
IMPACT	We listen, adapt and challenge the status quo — leading change through learning and discovery that transforms lives and creates shared prosperity for all. <i>Striving for excellence in all we do is foundational to positively impacting our communities.</i>
LEARNER-FOCUSED	We welcome all who seek to learn and grow — providing an accessible, inclusive and exceptional experience that helps them achieve their potential. <i>We commit to meeting people where they are and open doors for them.</i>
PEOPLE-CENTERED	We are everything because of our people — supporting, valuing and inspiring our entire K-State Olathe community and championing a culture of belonging for all.
STEWARDSHIP	We are committed to our future — using our resources responsibly to leave a positive, lasting legacy.

OUR CAMPUS STRATEGIC IMPERATIVES | 2024-2030

Imperative 1: Grow total enrollment to 500 learners

Imperative 2: Increase the yearly-awarded research revenue to exceed a \$3 million per year average

Imperative 3: Diversify revenue streams to ensure greater campus sustainability and viability

Imperative 4: Enhance our campus engagement and outreach to strengthen the pipeline of industry and community partnerships

OUR STRATEGIC PLAN

OLATHE CAMPUS MISSION

Our mission is to expand potential through education, research and engagement in the Greater Kansas City area.

OLATHE CAMPUS VISION

K-State Olathe will lead the Kansas City region as a next-generation land-grant university — setting the standard for inspiring discovery, creating opportunity and shared prosperity, positively impacting society and transforming lives in Johnson County, the Kansas City region, the State of Kansas and around the world.

At K-State Olathe, we strive to lead the Kansas City region as a branch campus of a next-generation land-grant university, to be the premier innovation center and interdisciplinary hub for education and research, serving as the catalyst for economic development in the Greater Kansas City region, Kansas and beyond. This plan, which is currently being leveraged, guides how we deploy resources and make investments in our learners, our people, our infrastructure and our communities and gives us the opportunity to ensure that our shared vision and values are lived out daily.

CAMPUS GOALS

GOAL 1: ACCELERATE ACADEMIC INNOVATION

Sub-Goals

1.1 Build a culture of academic innovation supported by resources, processes and partnerships

1.2 Identify and pursue the right programs that attract learners and meet the workforce needs of Olathe, Johnson County, the Kansas City region, & beyond

Strategies

- 1.1.1. Develop process for evaluating building, facilities and spaces for current and new programs
- 1.1.2. Operate a 12-month campus to ensure flexible access for students
- 1.1.3. Develop a process for evaluating opportunities related to pedagogical improvements and progress
- 1.1.4. Explore opportunities for partnerships with other educational institutions, member organizations and industry partners for innovation and collaboration
- 1.1.5. Highlight academic innovation as a showcase for prospective students and employers

- 1.2.1 Infuse professional skills through all the Olathe based credit and non-credit programs
- 1.2.2 Develop innovative programs and initiatives to attract learners to educational programs and careers that align with K-State Olathe areas of strength

GOAL 2: BUILD AND SUSTAIN THE NEXT-GENERATION LAND-GRANT WORKFORCE

Sub-Goals

2.1 Identify and ensure the appropriate staffing levels to support growing the campus of the future

2.2 Build a culture of community and equity to retain, support and develop opportunities for Olathe employees

2.3 Coordinate consistent policies and procedures within K-State Olathe to support a welcoming and agile campus

Strategies

- 2.1.1 Complete staffing evaluation to determine additional faculty and staff needs to help K-State Olathe meet strategic goals
- 2.1.2 Ensure the Human Resources function at K-State Olathe is configured to provide the services and expertise needed to support the campus
- 2.1.3 Create structures and process to support recruiting diverse candidates that represent our diverse community
- 2.1.4 Create and implement a recruitment plan in support of staffing needs

- 2.2.1. Develop structures, policies and procedures to recognize, incentivize and reward excellence
- 2.2.2. Ensure 100% employee participation in at least one professional development opportunity each year and provide funding to support
- 2.2.3. Establish consistent performance evaluations by adopting the new university-wide performance evaluation framework
- 2.2.4. Utilize the Community Building Committee to cultivate the culture of community
- 2.2.5. Ensure competitive compensation rates to recruit and retain top talent

- 2.3.1. Implement standardized onboarding experience to ensure utilization of K-State Olathe and University systems and resources
- 2.3.2. Develop employee handbook and share with all current employees and new hires during onboarding
- 2.3.3. Develop continuity of operations plan (COOP) to address unexpected events and incidents

GOAL 3: DELIVER AN UNMATCHED AND IMPACTFUL STUDENT EXPERIENCE

Sub-Goals

3.1 Ensure learner support that is responsive to the needs of a diverse learner population from first inquiry throughout their career

3.2 Develop programs and co-curricular activities that are responsive to workforce and talent needs and create learner opportunities that incorporate career and professional experiences

Strategies

- 3.1.1. Assess industry specific needs and develop a range of offerings with different entry points based on learner needs
- 3.1.2. Provide customized technology and facilities to support diverse learners
- 3.1.3. Create Student Welcome Center to serve as a one stop shop to support diverse student's needs including international students, adult learners and transfer students
- 3.1.4. Develop program partnership process to evaluate performance metrics of Olathe academic partner programs at K-State Olathe and address program specific needs to ensure learners receive the full K-State experience
- 3.1.5. Utilize enrollment management committee to evaluate current enrollment practices, implement enrollment efforts, grow enrollment and identify gaps in the funnel
- 3.1.6. Develop plan for events related to diverse student populations ensuring students are receiving needed support
- 3.1.7. Develop a robust student recruitment communication plan utilizing CRM and implementing industry best practices
- 3.1.8. Building stronger connections with career services in Manhattan and identify ways to build career services at Olathe

- 3.2.1. Engage industry and community partners for feedback on workforce needs and specific areas of strength
- 3.2.2. Catalog academic programs that have access to research and/or applied learning opportunities
- 3.2.3. Catalog inclusive DEIB topics and activities in academic programs and student engagement opportunities

GOAL 4: DRIVE TRANSFORMATIONAL DISCOVERY, INNOVATION, & SCHOLARSHIP

Sub-Goals

4.1 Ensure investment in facilities and personnel that support research, innovation and discovery

4.2 Communicate the impact of cutting-edge discovery, forward-thinking and trailblazing research – scholarship to our stakeholders

Strategies

5.1.1. Connect with Kansas State University System colleagues, peers and affiliates to foster greater collaboration across the University System and explore opportunities

5.1.2. Lead the efforts to strengthen JCERT partners' activity and funding by identifying areas of collaboration

5.1.3. Ensure that community partners are informed and engaged with campus opportunities

4.2.1. Develop and implement an interdisciplinary communication strategy to highlight K-State Olathe research

4.2.2. Examine opportunities to foster and create industry sponsored research

GOAL 5: INTEGRATE ENGAGEMENT

Sub-Goals

5.1 Serve as an active and engaged partner to the Kansas State University system, education peers and community stakeholders

5.2 Explore and identify opportunities to build new partnerships that align with the campus priorities and initiatives

5.3 Strategically engage with 6 to 14 partners to develop education and career pathways that align with Kansas State University's priorities

Strategies

5.1.1. Connect with Kansas State University System colleagues, peers and affiliates to foster greater collaboration across the University System and explore opportunities

5.1.2. Lead the efforts to strengthen JCERT partners' activity and funding by identifying areas of collaboration

5.1.3. Ensure that community partners are informed and engaged with campus opportunities

5.2.1. Promote identity of K-State Olathe as an innovation campus

5.2.2. Partner and meet regularly with industry to identify needs for supporting talent, research opportunities and student recruitment

5.2.3. Grow our contact database

5.3.1. Cultivate pathways with community colleges through development of 2+2 and other articulation agreements

5.3.2. Identify needs and opportunities to engage with partners for grades 6 to 14 to enhance enriching experiences with K-State at the Olathe campus

GOAL 6: INVEST IN JOBS & ECONOMIES OF TOMORROW

Sub-Goals

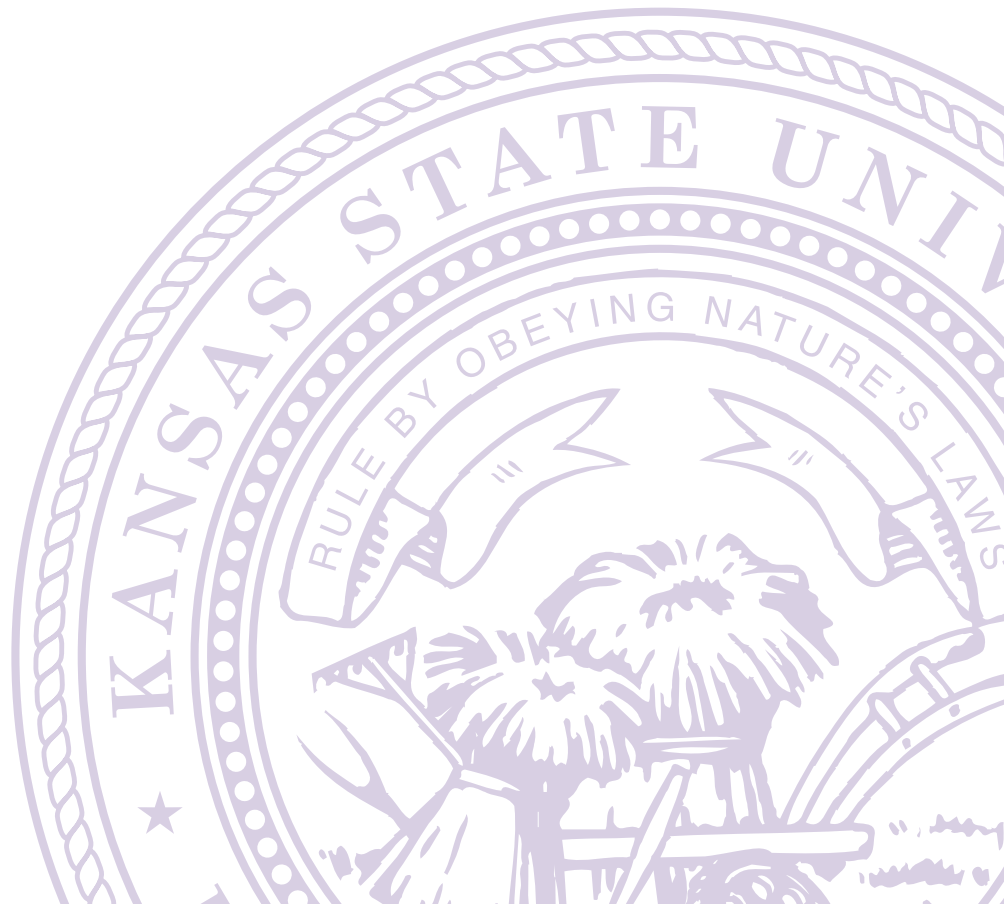
6.1 Foster opportunities and build partnerships that ensure learners engage with industry to develop career-ready skills

6.2 Foster a culture of innovation, incubation and acceleration of ideas, products, research and service

Strategies

- 6.1.1. Develop robust professional development offerings that are accessible to learners, offer applicable credentialing and provide value to employers
- 6.1.2. Embed work experiences within learning models and programs to build relationships in support of career readiness
- 6.1.3. Support mentorships, internships, apprenticeships, capstones and research opportunities
- 6.1.4. Communicate the value of the workforce development and economic development focus for K-State Olathe

- 6.2.1 Ensure learners have the opportunity to gain knowledge that is current, relevant and responsive for industry
- 6.2.2 Evaluate and prioritize infrastructure needs to ensure our ability to be agile in our response to the evolving workforce and economic landscape
- 6.2.3 Increase our visibility as an incubation and innovation hub for the university



KEY INITIATIVES

By building on our strong historic campus focus areas and foundational expertise, K-State Olathe is uniquely positioned to disrupt the traditional higher education paradigm and aggressively accelerate the university in accomplishing the university identified strategic imperatives. Further, in doing so, we place ourselves on the path to achieve the campus strategic goals.

Two key initiatives will serve to capitalize on what we do well as a campus and demonstrate aggressive and assertive actions of an enterprising campus that aspires to lead transformational change.

THESE INCLUDE:

- **Advanced Manufacturing and Supply Chain** — K-State Olathe will be a leader in academic innovation by disrupting the traditional academic mold. We will build a strong education and research program to meet the needs of the Advanced Manufacturing and Supply Chain industry in the Greater Kansas City region, the State of Kansas and throughout the nation.
- **Food as Medicine and Community Health** — K-State Olathe will establish a center for interdisciplinary and transdisciplinary research focused on food as medicine and community health that links to bio- and food manufacturing. Leveraging our existing strengths, we will tackle one of the grand societal challenges focusing on community health and wellbeing, sustainability, global food security and enabling technologies. Implement consistent, modern policies that help inform effective and efficient decision-making across the university.



LEARN MORE

Visit olathe.k-state.edu/about/next-gen/strategic-plan for more about the K-State Olathe strategic plan and our progress.

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