



# *University & Amplified Strategic Plan Update*

November 18, 2022

Utah Board of Higher Education  
WSU Board of Trustees



**WEBER STATE**  
UNIVERSITY

*Photos by Benjamin Zack*



***100<sup>th</sup> Anniversary of Mount Ogden Hike***



***Miller Advanced Research & Solutions Center Opening***

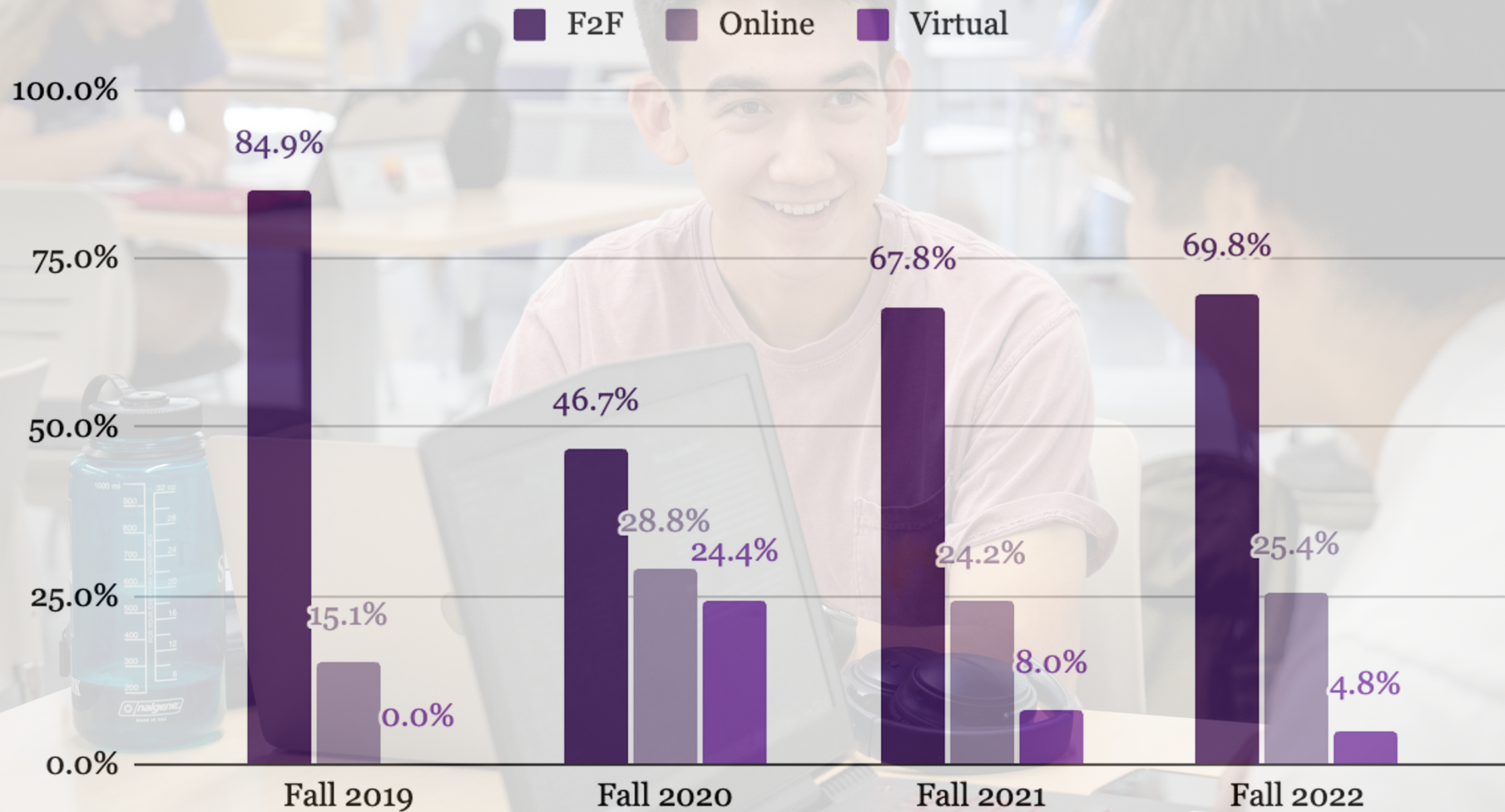


# OGX Wildcat Shuttle Route Launches



***Noorda Engineering, Applied Science & Technology Building Opens***

## Section Comparison



***Fall Instruction Modalities by Section (Budget-related)***

# WSU-Tech College Pathways



- *Articulation Agreements with WSU*
  - *Davis & Ogden-Weber: 30*
  - *Other USHE Schools: 11*
- *2021-22 Degrees with Tech College articulation*
  - *324 Associates*
  - *260 Bachelors*
- *Fall '22 enrollment with Tech College articulation*
  - *618 Students*



- Student Pathway Award – Women Tech Council (Jessica Stratton – pictured)
- Northwest Commission on Colleges and Universities 2022 Beacon Award
- Defense Entrepreneurs Forum
- Adobe Creative Campus U.K. training
- \$2.8M ED grant for English language learning instruction
- NSA Center of Academic Excellence in Cyber Defense Education
- TheDream.US Partner College

## ***Fall 2022 Recognitions & Awards***

Georgetown's Center on Education & the Workforce

# Best ROI

UTAH HIGHER ED  
2022

<https://cew.georgetown.edu/cew-reports/roi2022/>

Top 10% ROI of 4,500 U.S. institutions  
10, 15, 20, 30, & 40 years after graduation



**Best Affordability and Outcomes**



WEBER STATE  
UNIVERSITY



# AMPLIFIED

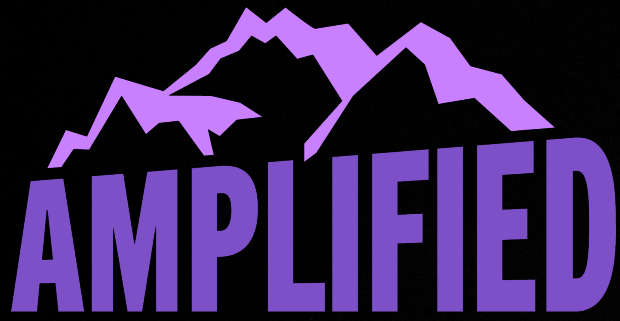
A 5-year plan for growth  
2021-2026

<https://www.weber.edu/strategic-plan>

*WSU Board of Trustees approved March 2021*

*WSU Board of Trustees revised August 2022*

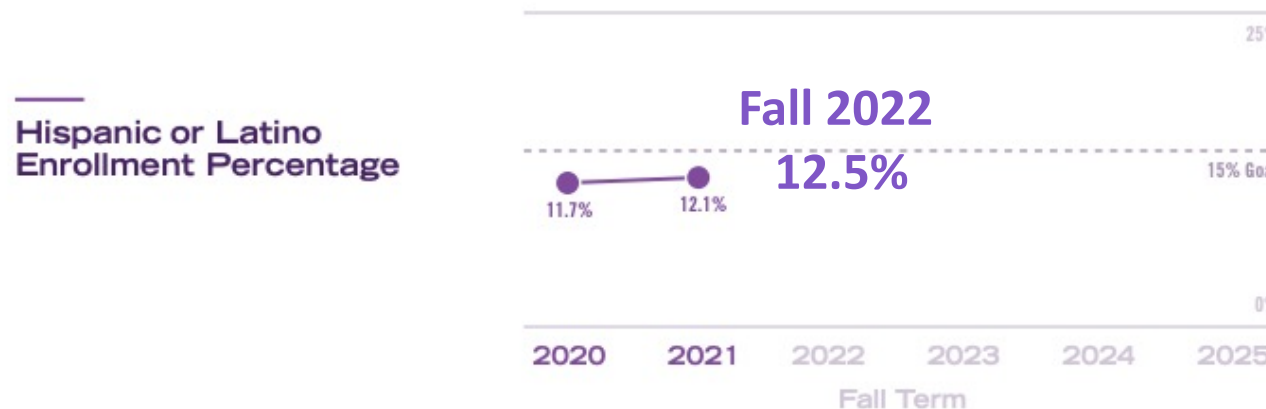




A 5-year plan for growth

<https://www.weber.edu/wsuiimages/strategic-plan/WSU-strategic-plan-year-one-080122.pdf>

***Year One Metrics and Achievements, August 2022***



**Enrollment Targets: Total, Matriculated Degree Seeking, and 15% FTE Emerging Hispanic-Serving Institution**



**AMPLIFIED**  
A 5-year plan for growth



Equity, Diversity, and Inclusion



Retention and Completion



Personal Connections and Academic Excellence



Community Anchor Mission



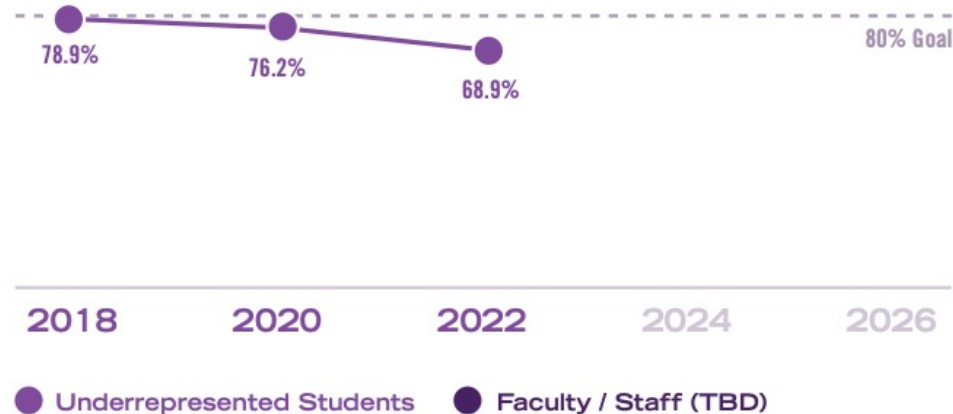
Marketing and Branding the University

## Strategic Plan Goal Areas

### 80% of Underserved First-Year Students, Faculty, and Staff Report a Sense of Belonging

- Wildcat Advantage Program created and launched to increase the number of students participating in High Impact Educational Experiences (HIEEs) and to help increase students sense of belonging at WSU with 79.3% of students surveyed articulating that HIEEs helped them feel more connected to WSU.
- Student Affairs and University Advancement offered EDI-related division-wide book groups

At the end of their first year at WSU, 80% of students, faculty and staff from traditionally underserved populations will report a sense of belonging at the university. These underserved populations include, but are not limited to, Black, Indigenous, and People of Color (BIPOC), LGBTQIA+, first-generation students, people with disabilities, people from underrepresented religious backgrounds, undocumented/Deferred Action for Childhood Arrivals (DACA) students and students of low socioeconomic status.



1

## Achieve 60% First-Time, Fall-to-Fall Retention for Fall 2024



By the end of academic year 2025-26, all first-time students, fall-to-fall retention rate (for fall 2024) will be 60% (up from 56% for fall 2019 students).



# Retention & Completion

## WSU Student Success Playbook\*

1. Track & support students by completion goals
2. Establish “ground truth” for data
3. Standardize advising with guided pathways
4. Strengthen financial aid collaborations

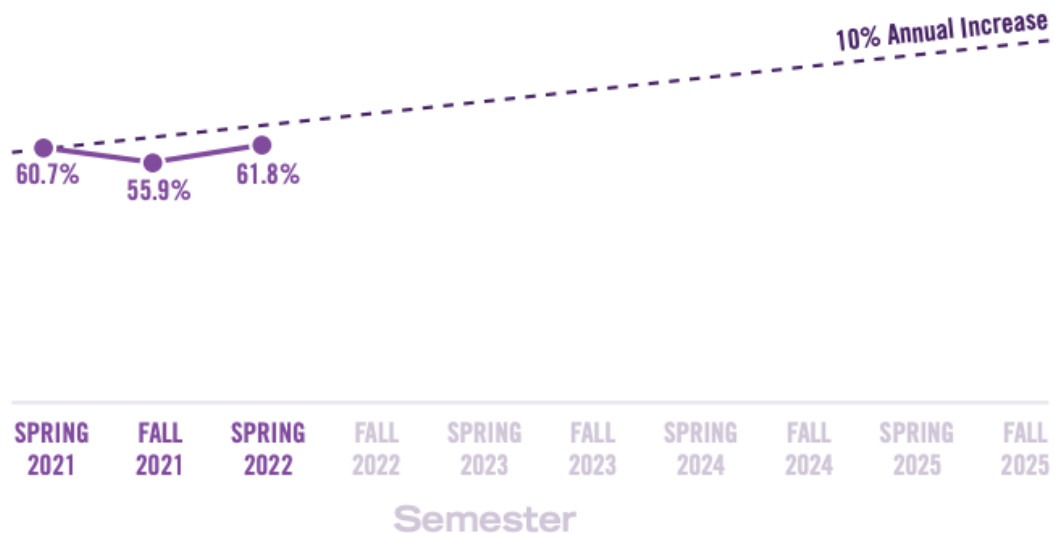
*\*Developed with Georgia State University and the National Institute for Student Success (NISS)*



# Retention, Completion, and Student Success

## 1 Mentoring

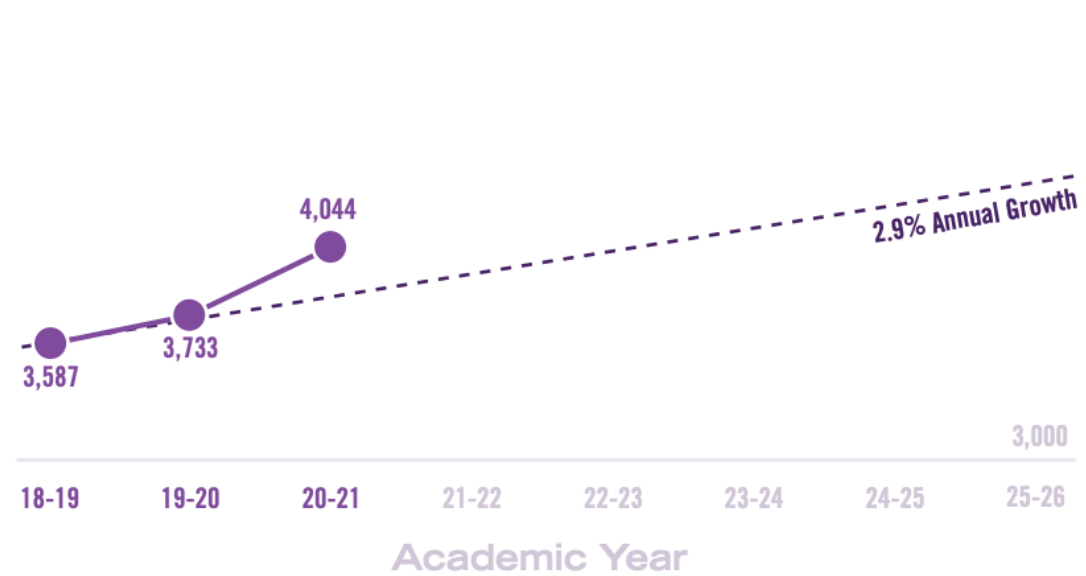
### 10% Annual Increase in Students Who Have Mentoring Relationships / Students Have At Least One Mentoring Relationship



Students will have at least one mentoring relationship (student, staff or faculty) during their time at Weber State who can speak of their personal and professional accomplishments.



Increase WSU Market Demand Degrees by 2.9% a year



WSU will proactively identify, develop and deliver programs that respond to workforce needs by innovating, collaborating and leveraging resources to meet the dynamic needs of our community as indicated by WSU continuing its 2.9%\* annual growth in Utah System of Higher Education’s (USHE) market demand degree attainment measure.

**Difference:** 795 additional certificate or degrees

**Desired:** 2.9% annual growth\* or AY 2025-26 result meet or exceed 4,382 certificate or degrees

**Current:** 3,587 certificate or degrees (last reported by USHE, AY 2018-19)

\*Roughly equivalent to prior 5 years 2.919% compound annual growth rate (CAGR), AY 2014-15 through AY 2018-19.



5

## Increase the WSU Top-of-Mind Awareness of the Population from 44% to 55% by 2025

Opinion Works survey data shows top of mind awareness has gone from 44% in 2017 to 53% in 2021.

Increase the WSU top-of-mind awareness of the population from 44% to 55% by the end of 2025-26.



# *Marketing & Branding*



[weber.edu/annualreport](https://weber.edu/annualreport)

**Connections Strengthen Us: 2021-22 Annual Report**



*On the Horizon...*



- Missile Energy Research Center (MERC)
  - Air Force Research Lab
  - Idaho National Laboratory
  - Utah Advanced Materials & Manufacturing Initiative
  - Weber State University
- Catalyst Campus Partnership
  - SCIF in Downtown Ogden
  - Ogden City, Weber County, Gov.'s Office of Economic Opportunity
- Hill AFB Education Partnership Agreement
- Systems Engineering
  - Johns Hopkins University Applied Physics Laboratory



***Aerospace and Defense Ecosystem Workforce Accelerator***



- Expanded Nursing Program slots
- Technical College Partnerships
- Online Master of Health Administration
- Post-Bacc Certificate in Regulatory Affairs
- Physicians Assistant Accredited, Starting January 2023

***Utah's Health Professions Leader***



- Income, race, ethnicity are not a factor in access or success
- Learning should be the only challenging part of education.
- Financial Pathways
  - Dream Weber
  - 'CATapult

***Open-enrollment Model of Student Success***



- McKay Education Building Renovation
- Hotel Property Development
- Student Housing Expansion
- Farmington Station Landbank
- Digital Fluency Initiative
- Comprehensive Campaign

***Strategic Investments***



**EVER UPWARD!**