

ACTION ITEM #2

President's 2016-2017 Goals and Objectives (Kirk Schulz)

September 16, 2016

TO ALL MEMBERS OF THE BOARD OF REGENTS

SUBJECT: Proposed 2016-2017 Goals and Objective

PROPOSED: That the Board of Regents accept the President's 2016-2017 Goals and Objectives

SUBMITTED BY: Kirk H. Schulz, President

SUPPORTING INFORMATION: Attached please find a "Proposed 2016-2017 Goals and Objectives" document. The goals outlined in this document reflect issues of strategic importance for the institution and represent the major priorities that will require the President's direct involvement and focus over the coming months.

The Presidential Profile used during the search served as a basis this goal document. Feedback provided by members of the Board of Regents has been incorporated, and these goals were previously reviewed and discussed by the Regents at their August 24, 2016, retreat.

Attachment: *Proposed 2016-2017 Goal Document*

Proposed 2016-2017 Goals and Objectives

Kirk H. Schulz
President
Washington State University

Financial Operations

- Put in place an annual financial review process for all WSU units.
- Develop a plan to update and replace antiquated financial software and associated infrastructure.
- Plan and initiate an electronic textbook program at WSU to assist with student affordability.

Athletics

- Develop and publicize a financial strategy to bring expenses and revenues in balance within 4 fiscal years.

Elson Floyd School of Medicine

- Receive preliminary accreditation for EFSOM and recruit initial class of 60 medical students.
- Assemble an EFSOM External Advisory Board to assist with philanthropy and influence.
- Raise \$20M to assist in start-up costs of the EFSOM.

Leadership Team Development

- Conduct a national search to identify a permanent Vice President for Administration and Finance.
- Conduct a national search to identify a permanent Vice President for Student Affairs.
- Conduct a national search to identify a permanent Vice President for Marketing and Communications.
- Put in place an annual goal-setting process and formalized evaluation for all members of the University Council.

Communications

- Send monthly update letter to campus community.
- Send monthly update to WSU Regents and more frequent updates, as needed.

- Use Social Media to engage with Washington State Faculty, Staff, Students, Alumni, and friends.
- Do WSU updates and town-hall meetings with each academic unit (college level) and campus each Fall Semester.
- Re-organize Marketing and Communications across all campuses into a centralized forward looking unit.
- Visit each campus (Everett, Spokane, Tri-Cities, Vancouver) on a quarterly basis.

Strategic Planning

- Launch WSU 2030 Top 25 Public Research University initiative including the identification of 10-12 key metrics to measure progress.

Research

- Fully incorporate improved research protocols and campus safety initiatives under the direction of the VPR.

Town-Gown Relationships

- Finalize plans for expansion of Pullman-Moscow Airport.
- Strengthen connections with the City of Pullman.

Fundraising & Alumni Relations

- Begin planning for 3rd Comprehensive (\$1.5B - \$2B) Fundraising Campaign for Washington State University.
- Raise in excess of \$130M for the 2016-17 year.
- Schedule trip through the WSU Alumni Association travel program where Noel and I will "host" a trip abroad to build relationships and promote further engagement in Washington State.
- Develop enhanced relationships with 5 strategic corporate partners.

Legislative Advocacy

- Receive additional \$60K per-student State of Washington commitment for 60 medical students per year.
- Develop relationships with key legislative leaders within the State of Washington.

- Develop relationships with key legislative leaders within the Washington Federal Delegation.
- Improve relationships between WSU and UW and emphasize areas of cooperation.