

THE CENTENNIAL COMMITMENT

*Embracing the Ball State Legacy of
Beneficence and Entrepreneurship*



Primary Goals to be Accomplished from *Advancing Indiana*
(18 by '18)

If our refreshed Vision is:

Ball State University aspires to be the most student-centered and community-engaged of the 21st Century public research universities transforming entrepreneurial learners* into impactful leaders committed to improving quality of life.

Ball State as Student-Centered will:

- **Promote Student Success** measured by increased 4- and 6-year graduation rates to 50% and 65%, respectively, and maintain first- to second year retention above 80% (10, 11, 13)**
- **Provide Extraordinary Student Life Experiences** by completing Phase I (50% of sorority housing) of Greek Village (70), renovating two residence halls, and possibly starting construction of another (71), and offering life-impacting campus programming (69,72,73,74,76).
- **Provide Innovative and Entrepreneurial Education** to every undergraduate student with an immersive undergraduate learning opportunity, up to 4,200 annually (9, 26).
- **Provide Contemporary and Best Practices Online Education** by increasing fully online student FTE by 35% from 2,236 to 3,019 (53) coupled to innovative online pedagogies (54-62).
- **Enhance Post-Graduation Career Preparation** for Ball State students with a spirit of philanthropy (32, 34, 35)

[Supporting Strategies: Enhanced student academic profile (1-5, 14-16), enhanced academic progress (17-23), Immersive Learning (24,25, 27-30), Enhanced Core Curriculum (37-38)]

Ball State as Community-Engaged will:

- **Promote and Achieve Diversity** through increasing the number of international students from 745 to 1,000 (43), increasing the percentage of entering freshman from underrepresented populations from 13.8% to 17% (45), increasing the percentage of entering freshman from outside Indiana from 13.3% to 17% (46), and enhancing diversity programming (39-42, 44).
- **Build Relationships with all Partners of the Indiana Higher Education System** to enhance student access and success (4, 12, 47, 106).
- **Enhance Cultural Value and Quality of Life** in Delaware County by completing the Museum of Art Expansion (68) and contributing to the improvement of Muncie and Delaware County (79-81).
- **Establish a Strategic Statewide Impact** by development of a statewide Community Engagement Plan under a new Government Relations and Community Engagement Vice President (94, 97, 98) and achieving Carnegie Community Engagement Classification (93)
- **Lead Statewide P-12 Education Reform** through an enhanced role and impact of the BSU Office of Charter Schools (99-102)

Ball State as a Model 21st Century Public Research University will:

- **Enhance Philanthropy to Ball State** by raising \$100 M in philanthropic commitments by 2017 (6, 75).
- **Define and Support Strategic National Peer Recognition** of Ball State's faculty and signature academic programs (31, 48-52).
- **Enhance the Role and Impact of Graduate Education** by increasing graduate student FTEs by 20% from 2,519 to 3,023 (33).
- **Enhance the Research Profile** by increasing by 125% external funding for scholarly work from \$14.1M to \$32 M. (63), increasing by 10% the number of refereed/juried achievements by faculty from 2,093 to 2,191 (64), improving annual total royalty revenue, start-up companies from 1 to 5 and annual number of IP disclosures from 12 to 20 (103,104,105).
- **Enhance Recognition as a National Model for Sustainability** by completing the Geothermal Project and other activities (82-85)
- **Provide a High Quality Work-Life Environment** for faculty and staff (86-92).
- **Implement Impactful Academic/Research/Outreach Programs** through the new College of Health Sciences and Professions coupled to construction of a new STEM and Health Professions Building (Phase 1), and development of new high impact degrees (32, 67, 107).
- **Review and Implement Best Practices in University Management** for all administrative organizations, operations and fiscal practices to support academic and research agendas with input from the diverse intellectual capital of the campus: Initially focused in the areas of comprehensive Enrollment Management, Marketing and Communications, Advancement, Legal Services, Governmental Relations and Community Engagement, and Strategic University Space Allocation (77,78).

[Supporting Strategies: Enhance graduate education (34-36) and research support (63, 65, 66)]

**Entrepreneurial learners is based on the concept proposed by John Seely Brown that entrepreneurial learning is the point at which thinking (about ideas and interests) meets making (context and things); it is a vision that promotes students finding their expressive voice, exploring new ways to learn, new ways to serve, and for them to embrace learning as a continuous, life-long experience beyond the classroom. Practitioners and educational policy-makers must become entrepreneurs as well by scaling up the innovative ideas and practices; thinking about different ways of doing business, that optimally enable students' learning in the 21st Century. If the typical 20th Century learning institution was a steamship plodding along at consistent speed on a set course, the 21st Century institution should be a white water raft moving quickly with the ability to traverse whatever direction or waves the environment dictates.*

*** Numbers indicate current Strategic Plan Metric/Strategy; 78 Metrics are combined within the 18 Primary Goals, 29 Metrics are included in the Supporting Strategies. Therefore, all current 107 metrics are addressed in this summary.*

