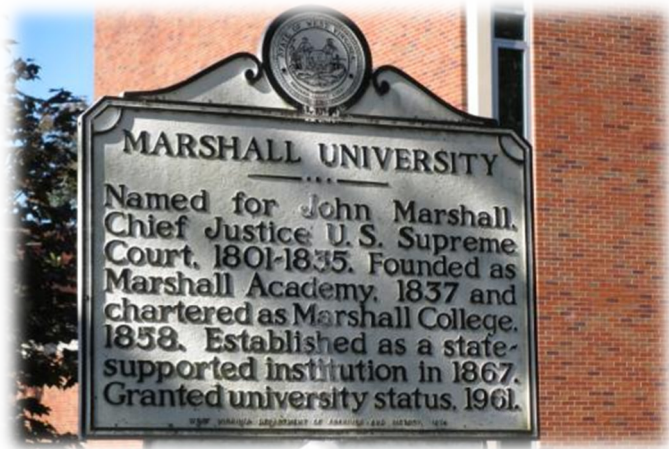


Guiding Principles of Long Range Planning at Marshall University

1 | Adapt Fiscal Practices to Operate in a More Resource Constrained Environment, while Fulfilling the Institution's Mission.



- Analyze the root causes of today's funding challenges, while laying the framework for a highly adaptive and sustainable institution of excellence for tomorrow.
- Align the University Mission and its Strategic Priorities with its Strategic Budget Plan.
- Evaluate the growth opportunities that exist within the boundaries of our current campuses.
- Selectively acquire land resources to ensure the future viability and vitality of the institution.

2 | Create Campuses of Distinction by Investing in Signature Facilities and Programs.



- Create campuses of distinction by selectively investing in existing and emerging academic programs of opportunity.
- Invest in existing and new facilities with the greatest adaptive potential – e.g., renew, re-use, re-purpose, replace.

Guiding Principles of Long Range Planning at Marshall University

3 | Improve Campus Life Experience.



- Develop residential and student-life offerings of interest to the 21st century student.
- Enhance campus environments through aesthetic improvements and campus life activities (e.g., athletic and cultural events, gathering spaces, landscaping, parking, vehicular, pedestrian circulation and access).

4 | Embrace a Growing Diversity.



- Address the academic, residential, and support needs of a changing student demographic.
- Continue investments in advanced classroom technology to support diverse teaching and learning pedagogies.

Guiding Principles of Long Range Planning at Marshall University

5 | Enhance Campus Identity.



- Enhance campus gateways, edges, byways and signage to improve the visitor experience.
- Beautify and unify all campuses to enhance the sense of place and pride.

6 | Enrich Interactions between Our Campuses and Communities.



- Enrich and enliven interactions between campus and the community.
- Invest in progressive transportation networks to connect campuses with each other and within the community.
- Promote environmental stewardship on our campuses in context with the city, the region, and the watershed.