The 18-month effort will produce goals and objectives that serve as a roadmap on our journey to becoming the leading public urban university in the nation. The process will be built upon the vision of President Janine Davidson, Ph.D., and led by co-chairs Cathy Lucas, vice president of strategy and chief of staff, and Matt Makley, Ph.D., professor of history and president of Faculty Senate.

The University will use a collaborative strategic-planning model with a focus on engaging the entire campus community and external stakeholders in the creation of the new plan. The highly transparent process will be guided by a Strategic Planning Team comprised of esteemed faculty, staff, administrators, students and alumni. The SPT will be charged with keeping the campus community informed and soliciting feedback throughout the process.

Strategic Plan 2025 will serve as a guiding framework for decision-making and provide a clear direction for the future of MSU Denver.

msudenver.edu/strategic-plan-2025/
Strategic Plan 2025

Redefining Possibilities

Local and National Data/Trends
Campus Community Engagement
External Stakeholder Input

Mission
Vision
Values

Goals for 2025 and Beyond

Collaborative Strategic Planning Process

Phase 1
Getting Organized

- Establish Strategic Planning Team.
- Select consultant to provide independent perspective and support SPT.

Phase 2
Data Gathering and Engagement

- Collect existing data and seek new information through constituent engagement.
- Organize SPT field trips to peer universities to experience best practices.

Phase 3
Making Sense of the Issues

- Use gathered data to agree on four to six strategic themes.
- Draft concept papers on themes and share with community for feedback.

Phase 4
Vision Building

- Hold conference with external stakeholders, SPT and senior leadership to draft vision statement.
- Share results with internal stakeholders for review and refinement.

Phase 5
Goals Creation

- Work with strategic-plan implementors (AVPs, associate deans, directors, etc.) to create goals.
- Present strategic plan to senior leadership, Cabinet and Board of Trustees.

Phase 6
Implementation

- Assign champions for each planning theme to create action plans and timelines for milestones.
- Develop framework for VP of Strategy to provide updates on goal completion and assessment.

If you have questions, contact Strategic Plan 2025 co-leads:

Cathy Lucas
Vice President of Strategy and Chief of Staff

Matt Makley
Professor of History and President of Faculty Senate

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