Our PLAN-ON-A-PAGE

VISION	"To inspire learning and creativity that ignites the mind, nurtures the spirit, and fulfills the promise of a better future"

CREED

Educational | Open | Civil | Responsible | Safe | Well | Ethical | Pluralistic | Socially Conscious | Judicious

2037 GOALS

Individual Success
100% Placement Rates for Graduates
Zero Students Graduate with Student Loan Debt

Innovative Ideas
$150M Research, Grants, Contracts
3X Start-Ups Incubated

Economic Impact
30X Return for Every $1 Invested
3X GDP Impact in West Virginia ($2.3B)

STAKEHOLDER GOALS

Students
Offer an affordable education with a distinctively supportive and flexible experience to ensure lifelong prosperity

Team
Empower faculty and staff to do the best work of their lives

West Virginia
Improve the well-being of all West Virginians by creating breakthrough opportunities and solutions

Financial Stakeholders
Build a resilient and sustainable institution to outlast headwinds

STRATEGY

Marshall for All, Marshall Forever
In-Demand Curriculum ● On-Demand Delivery ● Distinctive Value Proposition

PRIORITIES

Increase access	Ensure affordability	Grow support programs	Deliver on demand	Enable lifetime achievement

METRICS

Increase access	Ensure affordability	Grow support programs	Deliver on demand	Enable lifetime achievement
• New student enrollment • Focused student segment enrollment • Recruitment contacts • Conversion rates • CRM integration	• Student debt load • Debt-free pilot cohort launch and year/year retention • Internships and jobs • Fundraising campaign	• First-year retention • MARCO mentorship project launch • E2E student experience monitoring in place	• Micro-credential course catalog • HyFlex course pilot • Micro-credential pilot • Degree programs online • Online education website	• Customized training for advanced manufacturing • Academic pathways selected • Career Engagement participation