VISION

Metropolitan State University of Denver’s vision is to become the preeminent public urban university in the nation.

ROLE AND MISSION

MSU Denver is a comprehensive, baccalaureate- and master’s-degree granting urban university that offers arts and sciences, professional and business courses and programs to a diverse student population in an atmosphere of mutual respect. Excellence in teaching and learning is MSU Denver’s primary objective.

MSU Denver’s mission is to provide a high-quality, accessible, enriching education that prepares students for successful careers, post-graduate education and lifelong learning in a multicultural, global and technological society. To fulfill its mission, MSU Denver’s diverse university community engages the community at large in scholarly inquiry, creative activity and the application of knowledge.
I) Student and Academic Success

At MSU Denver, we believe excellence in teaching and learning and student success—supported in a collegial atmosphere of academic freedom—is accorded the highest priority. We evaluate our success by utilizing measures focused on the knowledge and skills students gain during their educational experience with us. MSU Denver students, faculty and staff strive for excellence in all that they do.

Goal 1: MSU Denver strategically grows enrollment in support of student success and in response to market demand, consistent with Colorado’s 2025 college completion goal.

Goal 2: MSU Denver enhances student success through relevant curriculum and targeted student support services and programmatic innovation.

Goal 3: MSU Denver graduates are civic-minded and ready to meet career and/or graduate school expectations.

Goal 4: MSU Denver achieves the federal designation of Hispanic Serving Institution (HSI).

II) Community Engagement and Regional Stewardship

As Colorado’s urban university, we will transform metropolitan Denver’s urban communities. To achieve this, our University neighborhoods must be recognized as a welcoming urban environment to the external community, students and alumni. We must also be a sought-after partner for public-private partnerships (P3s) that involve joint financial investments or joint investments of physical and/or human capital for the mutual benefit of MSU Denver and the community. These partnerships allow MSU Denver to leverage its strengths and the strengths of community partners to advance our educational mission and community interests.

Goal 1: MSU Denver is sought after by Colorado’s public, private and nonprofit sectors as a partner in addressing and solving community problems.

Goal 2: MSU Denver neighborhoods are recognized as a welcoming urban environment to the external community, current students, prospective students and alumni.

III) University Culture

At MSU Denver, it’s not just about work, it’s being part of our long-standing cause of transforming lives. Pride in the institution, individual contribution to the mission and diverse workplace are consistently identified as positive aspects of MSU Denver’s culture, as well as the positive impact and influence faculty and staff have on students. This provides a solid foundation for a workplace culture that aligns with the University’s brand, and that permeates the collegiate experience for students.

University Culture Goals

Goal 1: MSU Denver is a preferred workplace and destination of choice for faculty and staff.

Goal 2: MSU Denver faculty, staff and students feel valued and engaged in an environment of empowerment, trust, inclusion and fairness.

Goal 3: MSU Denver retains quality professional staff that supports student success by providing user-friendly, high value services and extra-curricular activities.

IV) University Resources

MSU Denver has a rich history of building success by wisely employing the historically limited financial, physical, capacity and human resources available to us. The University will continue this approach by investing its resources in its areas of strategic priority with a strong emphasis on student success.

Goal 1: MSU Denver is recognized for responsible stewardship of university resources by its peers and the greater community.

Goal 2: MSU Denver has an effective, efficient and transparent university allocation resource process in alignment with its vision.

Goal 3: MSU Denver continues to seek, sustain and grow innovative resources for the University.

V) Telling the MSU Denver Story

MSU Denver has a powerful and compelling identity that will be leveraged to improve its market position and stature. As Colorado’s urban university with a transforming role and mission; and an exceptionally diverse, historically underrepresented and dedicated student population, MSU Denver has no lack of great stories to tell. We must do so with focus through a series of tenets boldly expressing the values and beliefs of MSU Denver and tying them directly to impacts and outcomes.

Goal 1: MSU Denver is regionally and nationally recognized as a high-quality university that contributes to the success of our students and to the growth of our state and local economies.

Goal 2: MSU Denver has an authentic and clear brand that is easily recognized and understood by all our stakeholders.

msudenver.edu/strategicplanning

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