Adams State University
Strategic Plan
2020
Great Stories have begun at Adams State University for nearly a century.

We became Colorado’s first four-year institution to be federally designated a Hispanic Serving Institution (HSI) in 2000. That commitment to underrepresented minorities, first-generation, and low-income students has defined Adams State since our founding in 1921. ASU 2020, our strategic plan, details five overarching goals to take that commitment to the next level.

Begun as a normal school to educate teachers for rural areas of Colorado, Adams State has evolved into a comprehensive university that offers 60 areas of undergraduate study, 11 master’s degrees, and 1 doctoral-level program. Throughout its history, Adams State has been crucial to enhancing educational opportunity, economic development, and cultural enrichment in the San Luis Valley and surrounding region.

We value our highly diverse campus – about 45 percent of our undergraduate students represent minority groups, and 35 percent identify as Hispanic. Nearly half are the first in their families to attend college. The average family income of those applying for financial aid is $25,000; thus, 56 percent are eligible for federal Pell grants.

Always one of Colorado’s most affordable higher education institutions, Adams State introduced the state’s first Guaranteed Tuition program for undergraduates studying on-campus. We make quality higher education accessible to students of varied backgrounds, so all may pursue lifelong dreams and ambitions.

“Great Stories Begin Here” is not simply a slogan at Adams State University. Student success is the result of our caring campus culture. Our highly qualified faculty focus on teaching and excellence within their disciplines.

Countless alumni credit their success to Adams State. Many have risen from humble origins to become leaders in their fields. Physicians and nurses, judges and attorneys, bankers and CEO’s, professors and teachers, coaches and world-class athletes, innovators and entrepreneurs – all began their Great Stories at Adams State University.
Statutory Mission
The University shall be a general baccalaureate institution with moderately selective admission standards, offering undergraduate liberal arts and sciences, teacher preparation, and business degree programs, a limited number of graduate level programs, and two-year transfer programs with a community college role and mission.

In addition, the University has a significant responsibility to provide access to teacher education in rural Colorado, to serve as a regional education provider, and to offer programs, when feasible, that preserve and promote the unique history and culture of the region.

The Board will, from time to time, establish and revise its goals and objectives for carrying out its mission.

Core Purpose
ASU’s core purpose is to educate, serve, and inspire our diverse populations in the pursuit of their lifelong dreams and ambitions.

Vision
To become the university community of choice for diverse and historically underserved groups and all who value quality education and inclusivity.

Juan Francisco Cristobal
2016 Music Education/Percussion

“My music professors influenced me and encouraged me to go to grad school. Without the help of the Colorado Challenge and GEAR UP, I don’t think I’d have been able to come to college.”

• Received full Fellowship to UCLA’s master’s and doctoral program in ethnomusicology
• Guatemala native, learned English as third language in kindergarten; began with developmental courses and learned to read music at ASU
• Performed with Marimba Espiritu Maya and ASU ensembles: percussion, steel drum, wind, drum line
As members of the Adams State University community, we value:

- Opportunity and access for all
- Excellence in teaching and learning
- Growth through inclusion of diverse cultures and ideas
- A learning and civic community of trust, respect, and civility
- Caring and personal relationships
- Innovation, integrity, and ethical leadership
- Responsible stewardship

**Seth Spiva**

*2016 Business Administration: Accounting/Finance/Management*

“Attending college was a hard adjustment, but I am very proud of the accomplishment. Adams State helped shape me into who I am today. Adams State prepared me for success.”

- Began work at Arrow Electronics immediately following graduation. He interned there, as well as at Wall, Smith, Bateman, Inc.
- Member of Toastmasters, Bulls & Bears Finance Club, Phi Beta Lambda
- Received baseball scholarship, ASU President’s & Vice President’s Scholarships, Wells Fargo Scholarship, Wall, Smith, Bateman, Inc., Scholarship
- Goal: Earn CPA and MBA
Colorado’s first four-year institution to be federally designated a Hispanic Serving Institution (HSI) in 2000.

$23.4 M awarded in Title V grants for HSIs

Due to high poverty rates, the USDA designated the San Luis Valley a Strikeforce Area.

$936,632 Scholarships awarded by ASU Foundation

Fall 2015 Undergraduates 2,110
Fall 2015 Graduates 1,294
Distance Learners* 4,538
Professional Development Credits* 14,093

*Academic Year 2015

Semester Tuition & Fees 2016-17 (full time students)

35% Hispanic
45% Minority
80% Under age 25
With a clear focus on mission, core purpose, and vision, Adams State University has identified the following five goals as essential components of our work moving forward:

**Goal 1: Academic Excellence**
Adams State University will provide challenging and responsive curricula that educate, serve, and inspire our diverse populations.

**Goal 2: Student Success**
Adams State University will address diverse student needs by offering varied learning opportunities and support services for all students to achieve educational, personal, and career successes.

**Goal 3: Personal and Professional Development**
Adams State University will provide educational and professional development opportunities for faculty and staff.

**Goal 4: Access & Affordability**
Adams State University will develop innovative pricing and aid strategies that will maximize opportunities for our diverse and historically underserved students for all levels and delivery models.

**Goal 5: Community Relations**
Adams State University will collaborate with the community to provide culturally responsive and sustainable development opportunities that mutually benefit the campus and the San Luis Valley community.
Goal 1: Academic Excellence
Adams State University will provide challenging and responsive curricula that educate, serve, and inspire our diverse populations.

Initiative 1.1:
Ensure a quality education for our diverse populations by offering relevant, current, and rigorous undergraduate and graduate course work.

Initiative 1.2:
Provide a responsive and professional education that fosters civic responsibility in a global culture.

Initiative 1.3:
Strategically strengthen and expand the University’s undergraduate and graduate degree programs.

Initiative 1.4:
Enhance efforts to recruit and retain a diverse faculty and administration with experiences, skills, and personal attributes that foster inclusion and equity via targeted searches, endowed positions, or other viable means.

Sasha Vigil
2016 Cellular & Molecular Biology

“I really like having the ability to talk to teachers and have relationships. A small college does not mean easier. The teachers keep you on track, and we students are very competitive on the MCAT and in med school acceptances. I don't know if I'd have done as well at a larger university.”

• Received Porter Scholarship
• President of Tri-Beta (Biology Honor Society,) officer with SACNAS (Society for Advancement of Hispanics/Chicanos and Native Americans in Science)
• Presented research at national SACNAS conference; won first place at regional Tri-Beta Conference for research identifying a possible new species
• Goal: To become a neurosurgeon

2014-15 Degrees Awarded

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• Over 60 undergraduate areas
• 11 graduate programs, including doctoral

Instructional Delivery:
• on campus
• online
• print correspondence
• hybrid
Goal 2: Student Success

Adams State University will address diverse student needs by offering varied learning opportunities and support services for all students to achieve educational, personal, and career successes.

**Initiative 2.1:**
Provide flexible avenues and entry points from which to be engaged in and to progress toward their educational, personal, and career goals.

**Initiative 2.2:**
Recruit and support eligible transfer students.

**Initiative 2.3:**
Enhance student advising to ensure it is accurate, timely, and supportive of the attainment of student goals.

**Initiative 2.4:**
Provide all students practical and hands-on experience supporting their learning and professional development.

**Initiative 2.5:**
Promote and increase early student engagement as a means to graduate students with a strong sense of connection to Adams State University.

**Initiative 2.6:**
Identify and systematically remove obstacles to student success.

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Taylor Crowther
2016 Business Administration: Accounting/Finance

“At the Colorado Society of CPAs job fair, I had 8 interviews, 6 second interviews, and 4 job offers. This speaks highly of who I was, where I came from, and the professors who mentored me.”

- Received 80 percent scholarship to Denver University Master’s in Tax program
- Received McDaniel Scholarships, held jobs, and graduated with no debt

- 9 years of annual Student Scholar Days
- NCAA Division II Varsity Teams
  - 8 men’s sports
  - 9 women’s sports
- Over 50 student clubs
Goal 3: Personal and Professional Development

Adams State University will provide educational and professional development opportunities for faculty and staff.

Initiative 3.1: Increase campus programming for faculty and staff that fosters and promotes inclusive excellence.

Initiative 3.2: Provide opportunities for faculty and staff to earn degrees and/or certificates.

Initiative 3.3: Increase opportunities for faculty and staff to grow and expand in their fields.

Initiative 3.4: Develop institutional policies, practices, and provisions to support professional development endeavors.

Azarel Madrigal
2016 Political Science & History Spanish Minor

“Adams State is not short of amazing, inspiring mentors.”

- First person in her family to finish high school
- Enrolled in ASU Master’s in Humanities–Public Administration
- Community Outreach Assistant for City of Monte Vista, CO
- Student Trustee, Student government VP of External Affairs
- Model U.N.: Best Delegate Award at 2015 competition in France
- Third Place Scholarship in 2015 Hispanic College Quiz show
- Goals: become Mayor of Denver, then Governor of Colorado

Average student-teacher ratio 15:1
GOAL 4: ACCESS AND AFFORDABILITY

Adams State University will develop innovative pricing and aid strategies that will maximize opportunities for our diverse and historically underserved students for all levels and delivery models.

INITIATIVE 4.1:
Develop strategies and incentives to improve persistence and completion.

INITIATIVE 4.2:
Clearly communicate costs and resources.

INITIATIVE 4.3:
Better utilize financial aid resources.

Joe Schlabach
2016 Business Administration: Economics/Finance

“People always say it’s about the journey, not the destination. This has truly been about the journey, and I’ve loved every minute of the path I’ve taken.”

• First generation student with only an eighth grade education before earning GED
• Honorably Discharged, Disabled Marine Veteran; stationed with 3rd Combat Assault Battalion, Combat Engineer Company, in Okinawa, Japan; deployed to Iraq for 9 months in 2009
• City Council Member, Monte Vista, Colorado
• Former president: Veterans at Adams State, AS&F student government
• Interning in sales with Monte Vista Cooperative, with potential for permanent position

95% Undergraduates receive aid
56% Undergraduates receive Pell grant
41% Receive state/local scholarships
70% Receive institutional grants/scholarships

Guaranteed Tuition: First four-year institution to ensure Guaranteed Tuition for undergraduate students studying on campus.

Veteran Students: 128
Incarcerated Students: 531
Goal 5: Community Relations

Adams State University will collaborate with the community to provide culturally responsive and sustainable development opportunities that mutually benefit the campus and the San Luis Valley community.

Initiative 5.1:
Develop and extend positive community partnerships through the continued offering of campus events drawn from cultures of the San Luis Valley.

Initiative 5.2:
Stimulate sustainable economic development opportunities for the San Luis Valley community.

Initiative 5.3:
Partner with community and business groups to foster strong unifying campus connections, and build understanding of the larger San Luis Valley.

Initiative 5.4:
Deepen campus understanding of, connections with, and commitment to the larger San Luis Valley.

Initiative 5.5:
Draw upon the natural resources and extensive outdoor recreation options of the San Luis Valley to provide experiential learning opportunities for campus, community, and regional visitors.

Initiative 5.6:
Develop and cultivate relationships with alumni and supporters to benefit students, campus, community, and connection to the university, and promote opportunities for life-long learning.

Sunayna Wahi
2016 Geology, minor in Physical Geography

“I love the small town setting here. It gives me the chance to focus on my studies and sports.”

- Running the 100m at 2016 Summer Olympics, representing home country of Surinam
- Outstanding Student Awards from the Association of Women Geoscientists and the Rocky Mountain Association of Geologists
- Entering MBA program at Adams State

$78 M
Economic impact of ASU on the San Luis Valley

$112 M
Statewide impact
The ASU 2020 strategic plan truly embodies shared governance, having evolved from numerous conversations with students, faculty, staff and administrators. The plan was created entirely by campus members. Using a multidisciplinary approach, the effort to develop and structure a plan included significant contributions by many individuals and was overseen by Dr. Matt Nehring, professor of physics and previous chair of Chemistry, Computer Science and Mathematics. The resulting plan exemplifies Adams State’s commitment to student success and inclusivity.

Approved May 13, 2016
Board of Trustees for Adams State University

The detailed plan with action steps and metrics is available at

www.adams.edu