

NORTHERN STATE UNIVERSITY
2025 Strategic Pathway





Establishment and Authorization

Northern State University was established by the Legislature (SDCL 13-59-1) and authorized by the Board of Regents to deliver graduate and undergraduate programs; promote excellence in teaching and learning; support research, scholarly and creative activities; provide service to the state of South Dakota, the region and the nation; and to place a special emphasis on E-learning in the university curriculum and service.

Mission

Northern State University will provide diverse academic, civic, social and cultural opportunities that prepare students through the liberal arts, professional education and E-learning for their future endeavors, while also enriching the local and regional community.

Vision

Northern State University will deliver transformational educational experiences and increase and deepen collaborative partnerships to serve the public good.

Values

Northern State University's students, faculty and staff are committed to the following values:

Community

- Building a culture of inclusion, belonging and collegiality that respects diversity in knowledge, culture and worldview

Discovery

- Pursuing rigor and excellence in education, inquiry and engagement for the benefit of our students, state and region

Integrity

- Adhering to the highest standards of honesty, fairness and transparency with a commitment to responsible stewardship of resources

Strategic Priorities

1. Prepare students to be engaged citizens and professionals who think critically, solve problems and lead.

- Increase student access to transformational academic programs and varied credentials.
- Increase student success through engagement, experiential learning in and beyond the classroom, and robust student activities and wraparound support services.
- Study demographic retention and success data and implement actionable interventions.
- Expand student perspectives through student-led research, faculty-led study abroad and community-based projects.
- Increase strong alumni and community networks to create dynamic internships and career opportunities, and post-graduation success.

2. Nurture a culture that is inclusive, supportive, civil, friendly and safe that values success for all students and employees.

- Systematize quality student and employee onboarding.
- Invest in student and employee development, technology, wellness and recognition.
- Use regularized student and employee surveys to guide continuous improvement.
- Ensure equitable access to secure and robust technology and services.
- Ensure robust emergency preparations and effective response capability.



3. Grow our campus community.

- Drive Strategic Enrollment Management Plan with six-month action plans.
- Deploy compelling four-year branding and marketing initiative.
- Partner with NSU Foundation to increase alumni and community engagement and fundraising.
- Increase residence hall occupancy with attractive programming and meal options.
- Annually evaluate efficiencies and invest in priorities aligned with projected revenues.

4. Grow collaborative public/private partnerships to advance academic, cultural, health, recreational and economic opportunities that produce value for Aberdeen and the region.

- Engage the community, NSU Foundation and alumni to enhance programs and student career readiness.
- Expand academic program delivery and attainment through expertise in HyFlex delivery and collaborative partnerships.
- Increase community engagement through the arts, athletics and programming.
- Increase civic engagement, innovation and startups, health and wellness, teaching excellence, and future visioning through NSU's Centers.
- Increase grant-funded and community partnerships consistent with mission and priorities.

5. Provide an outstanding regional, comprehensive liberal arts and professional studies college experience focused on experiential learning and supported by broad community cooperative opportunities.

- Courses designed with active learning components that invite students to create, circulate, and apply scholarly work both on the campus and beyond.
- Provide students with a wide variety of field experiences such as undergraduate research and artistic creation opportunities with faculty, service learning, study abroad, internships, and other field experiences that support and enhance classroom instruction.
- Institutional tracking of experiential learning opportunities to promote ongoing improvement of the learning experience.

