Vision: Educating students to impact an evolving global community.
Mission: Montana State University Billings delivers a transformative education that empowers students from diverse backgrounds to succeed.

**Theme I: Build educational programs to support student needs**

**Objective 1 - Educate:** Ensure a high level of effective teaching and learning across the curriculum

1.1 Develop and implement best practice teaching techniques
1.2 Enhance development opportunities to empower faculty as educators and scholars
1.3 Elevate programmatic offerings to be responsive to student and community needs
1.4 Review and strengthen general education to enhance student learning

**Theme II: Progressively grow the university**

**Objective 2 – Recruit/Retain:** Develop and recruit a vibrant and diverse academic community of students, faculty, and staff

2.1 Increase student enrollment
2.2 Improve student retention and graduation rates
2.3 Continue to recruit and retain quality faculty and staff

**Theme III: Strengthen relationships with the community to enhance partnership opportunities**

**Objective 3 - Partnership:** Develop and enhance public-private partnerships at the local and regional levels

3.2 Strengthen relationships with the Billings community and alumni
3.3 Improve community giving and philanthropy to MSU Billings
3.4 Strengthen relationships with Native American, Veteran, and Hispanic communities

**Theme IV: Unify, invigorate, and engage MSUB’s structure and culture**

**Objective 4 – University Foundations:** Stimulate student success by enhancing campus facilities and services to effectively support academic and co-curricular programs

4.2 Develop and implement a clear communication, branding, and marketing plan
4.3 Foster a vibrant campus atmosphere
4.4 Emphasize service excellence across the university

**Objective 5 - Stewardship:** Be responsible stewards of resources and foster a culture of collaboration

5.1 Maintain a competitive student cost of education
5.2 Ensure the operating budget is aligned to strategic objectives
5.3 Establish a stable auxiliary funding platform

Modified 19 April 2023