

Mission and Foundational Statements

Authority: President

Date Enacted or Revised: Enacted August 2018; Revised June 15, 2020; April 19, 2022; December 2, 2024

Our Mission

Our mission is to deliver a life-changing higher education experience by fostering a dynamic teaching and learning community committed to excellence with a personal touch.

Our Vision

Our vision is to be the premier regional university in Louisiana and Southeast Texas, recognized for excellence in academic programs, scholarship, student success, and impactful community engagement.

Our Core Values

McNeese State University upholds six core values that shape our actions and guide decision-making:

- **Student-Centric** – We prioritize students at the core of everything we do, dedicating ourselves to their academic achievement, personal development, and overall well-being.
- **Adaptable** – We embrace change and continuously evolve to meet the challenges of a dynamic world.
- **Collaborative** – We cultivate partnerships and teamwork across disciplines and communities to drive progress and innovation.
- **Transparent** – We foster trust and understanding by communicating openly and honestly.
- **Accountable** – We hold ourselves responsible for achieving excellence in all aspects of our work.
- **Accommodating** – We foster an environment that supports and respects the needs of individuals, ensuring access and opportunity for all.

At McNeese State University, we foster an adaptable and collaborative environment where innovation and teamwork drive progress. We are student-centric in all we do, ensuring that our actions support student success and well-being.

Excellence with a Personal Touch: An Organizational Statement

McNeese State University strives for excellence in all we do as we work to become the premier regional university for Louisiana and southeast Texas. We enhance the quality of life in our region through academic programs designed to support economic development and an educational experience that provides our students with life-changing opportunities. We embrace a culture of continuous improvement, where each goal achieved serves as a foundation for the next, fostering perpetual growth.

Five-Year Strategic Plan (2024-2029)

Goal 1: Stabilize Enrollment

1. Each year, increase fall-to-fall enrollment from the 2023 enrollment baseline of 6061.
2. Each year, improve the first-time freshman retention rate from our baseline measure of 69%.
3. Each year, increase 4-, 5-, and 6-year graduation rates from the baselines for the Fall 2017 cohort of 34%, 47%, and 51%, respectively.
4. Establish a tracking system to evaluate job placement and graduate and professional school acceptance across disciplines.

Goal 2: Create a Thriving Learning Community for Student Achievement

1. Ensure each campus unit defines and delivers services that reinforce student success.
2. Increase the number of experiential learning opportunities (e.g., hands-on projects, internships) across campus.
3. Provide support services that meet student needs.

Goal 3: Enhance Internal and External Collaboration and Communication

1. Develop and sustain partnerships with professionals and employers to ensure curricula remain relevant for the workforce.

2. Increase brand awareness by promoting student, staff, faculty, and alumni achievement.
3. Implement a comprehensive communication plan to educate employees on how funding is allocated to support the institution's mission and operations.

Goal 4: Expand Support for Faculty and Staff

1. Explore opportunities to address faculty and staff pay and increase average compensation by 2029, subject to funding availability.
2. Seek additional funding for professional development.
3. Provide internal and external professional development opportunities tailored to faculty and staff needs.
4. Establish a structured onboarding process for all new faculty and staff.