

MSU Billings Community Taskforce Recommendations

Pillar 1 – Leadership

Stable leadership at MSUB will engage community to strategically move the university forward. Recommendations include:

1. Recruit and retain stable leadership
2. Quickly fill interim positions
3. Nurture crucial community partnerships
4. Work alongside community to plan, conduct philanthropy, and advocate for the university

Pillar 2 – Student Success

MSUB will place the success of its diverse student population as its highest priority.

1. Develop best-practice pathways for students from admissions outreach to graduation.
2. Improve academic and advisory support for both traditional and non-traditional students.
3. Expand links to career and professional opportunities and employment.

Pillar 3 – Program Offerings

MSUB will differentiate itself by building professional pathways in healthcare, business, education and applied technologies.

1. Conduct an industry-led assessment to bridge industry needs and academic offerings.
2. Enhance professional pathways through applied and experiential learning and dual credit.
3. Regularly review programs to focus energy on in-demand areas.
4. Recognize the unique role of faculty in curriculum development.

Pillar 4 – Marketing & Identity Branding

MSUB will deploy focused marketing and communication that establishes a respected and unique identity, grows enrollment, and fosters community pride.

1. Implement a new, comprehensive marketing plan, informed via regular analysis.
2. Develop systematic and continuous communications with all campus constituencies, community, and media.

Pillar 5 – Facilities/Infrastructure

MSUB will develop its physical plan to provide attractive hubs for education, community, and business for the region.

1. Complete fundraising and break ground on the Yellowstone Science and Allied Health Building.
2. Effective communication about the university as an event venue.
3. Develop City College as a western “gateway” for career pathways and capitalize on Shiloh Corridor development momentum.
4. Take down the former Academic Support Center.
5. Begin long-term plans to renovate student residence facilities.