



Bluefield State
UNIVERSITY
EST. 1895

Building The Future Together
Strategic Plan 2025–2030

The President's Message

At Bluefield State University, we stand at a pivotal moment in our history. Our commitment to excellence, innovation, and community has guided generations of students toward meaningful careers and lives of purpose. This Strategic Plan charts a bold course for the future. It is one built on collaboration, accountability, and a shared vision.

Building the Future Together reflects our collective dedication to expanding opportunities, advancing academic excellence, and deepening our impact across the region and beyond. It is both a roadmap and a call to action.

I invite every member of our community (students, faculty, staff, alumni, partners, and friends) to join us in bringing this vision to life.

Sincerely,

Dr. Darrin Martin
President, Bluefield State University



EST. 1895



Mission Statement

Bluefield State University, a historically Black institution, is dedicated to preparing students for meaningful careers, informed citizenship, and active community service in an ever-changing global society. We provide affordable and accessible pathways to higher education through certificate, associate, bachelor's, and master's degree programs.

Vision Statement

Bluefield State University will be recognized as the region's premier institution of higher education. We embrace diversity, empower students to achieve their personal and professional aspirations, and drive innovation in teaching, research, and community service. By leveraging the expertise of our faculty, the commitment of our staff, and the engagement of our alumni, BSU will continue to make transformative contributions at the community, state, national, and global levels.

Core Values

Excellence

We pursue excellence in teaching, research, service, and student achievement.

Community

We foster a culture of mutual respect, belonging, and collaboration within the University and the communities we serve.

Diversity

We embrace and celebrate the diversity of people, perspectives, and ideas as central to learning and growth.

Growth

We are committed to the intellectual, personal, ethical, and cultural development of our students, faculty, and staff, encouraging continuous improvement and lifelong learning.

EST. 1895



Strategic Priority: Grow Enrollment

Achieve sustained 5% annual enrollment growth by broadening recruitment, enhancing academic access, and diversifying the student body.

Strategies

- Expand regional, national, and international recruitment pipelines
- Strengthen partnerships with K-12, community colleges, and global education agencies
- Develop new online, hybrid, and transfer pathways for non-traditional learners
- Centralize and modernize enrollment leadership and processes

Key Outcomes

- 5% annual enrollment growth
- Increased diversity and geographic reach of student body
- Strengthened transfer and online enrollment

EST. 1895



Strategic Priority: Strengthen Student Retention & Success

Improve retention and graduation rates through enhanced advising, student engagement, and support services.

Strategies

- Enhance advising and academic support through a one-stop model
- Implement a comprehensive first-year experience program
- Improve campus life and belonging through expanded housing, dining, and wellness resources
- Leverage athletics to support retention and academic success

Key Outcomes

- Improved retention and graduation rates
- Higher student satisfaction and engagement
- Increased persistence among first-year students and athletes

EST. 1895



Strategic Priority: Enhance the Student Experience

Create an enriching student experience that promotes engagement, belonging, and career readiness.

Strategies

- Foster vibrant student engagement and leadership opportunities
- Modernize academic offerings with internships, micro-credentials, and service learning
- Strengthen career readiness through business partnerships and alumni mentoring
- Simplify administrative processes with modern digital tools

Key Outcomes

- Higher student satisfaction
- Increased participation in extracurricular activities
- Improved career placement and outcomes

EST. 1895



Strategic Priority: Ensure Financial Sustainability

Strengthen BSU's financial foundation by diversifying revenue, improving efficiency, and expanding fundraising.

Strategies

- Diversify revenue streams through online programs and auxiliaries
- Strengthen fundraising and alumni engagement
- Expand grants and research initiatives
- Improve financial management and transparency

Key Outcomes

- Growth in fundraising and endowment
- Expanded auxiliary and grant revenue
- Balanced and transparent budgeting

EST. 1895



Strategic Priority: Advance Academic Excellence

Elevate academic quality by developing programs, supporting faculty, and aligning curriculum with workforce needs.

Strategies

- Develop workforce-aligned programs in high-demand fields
- Review and innovate curriculum regularly
- Support faculty growth through research funding and recognition
- Strengthen accreditation and quality assurance

Key Outcomes

- Improved program enrollment and graduation rates
- Stronger employer satisfaction
- Accreditation standards maintained or exceeded

EST. 1895



Strategic Priority: Invest in Faculty & Staff Development

Build a culture of excellence and engagement by investing in training, growth, and recognition.

Strategies

- Expand training and development opportunities
- Create clear career pathways and mentoring programs
- Recognize and reward faculty and staff excellence
- Strengthen supervisory and leadership capacity

Key Outcomes

- Higher employee satisfaction and retention
- Increased participation in professional development
- Improved internal promotions and recognition

EST. 1895



Strategic Priority: Elevate Athletics as a Driver of Excellence

Promote academic achievement, competitive success, and community pride through athletics.

Strategies

- Ensure academic success through monitoring and interventions
- Recruit strategically and invest in athlete development
- Strengthen branding, fundraising, and community engagement

Key Outcomes

- Minimum team GPA of 3.0
- 50% winning rate across CIAA/NCAA DII sports
- Increased alumni engagement through athletics

EST. 1895

