

**From:** Brady Lawson <bllawson3@moreheadstate.edu>  
**Date:** October 15, 2024 at 12:02:19 PM EDT  
**To:** "Joyce A. Stubbs" <j.stubbs@moreheadstate.edu>  
**Subject: Re: Strategic Plan**

Dr. Stubbs,

In my opinion, the current and recently extended strategic plan (originally adopted in 2018 and extended twice in 2021 and 2024) is neither aggressive nor bold enough regarding student/campus life and mental health. In talking with students, they are consistently seeking more "community" here at MSU.

The current strategic plan only contains one line concerning "**campus life**":

- "Allocate adequate resources, both financial and personnel, to provide co-curricular experiences outside of the classroom including campus life, the arts, diversity/multicultural events."

What is "adequate"? How do we measure if we are successful in this effort? A robust campus life is not only essential to retention but also delivering a quality experience to students on and off campus. To me, the University should take this opportunity to at least revise the strategic plan to be bolder in this effort. This effort should be taken on in multiple facets of campus and inclusive of every campus constituency – especially with the changes coming soon in administration. By moving forward together in line with an aggressive strategic plan, I firmly believe we can build up the campus community and increase student engagement. This goal would be best served by increased personnel and financial resources for events, programming, and "experiences" (Freshman Experience, Sophomore Experience, etc.). By including stronger language into the strategic plan, the University can establish this as a clear priority for years to come. Please let me know if you have any questions concerning this portion.

Regarding **mental health**, I once again believe that the strategic plan should present a more systemic response to the mental health needs and issues of college students. There is also one line in the strategic plan concerning mental health:

- "Expand and invest in mental health support services for students."

The University is currently working with the JED Foundation to improve mental health systems and support at MSU. Now would be a good time to seek to implement the recommendations into the strategic plan. Students, faculty, and staff are all subject to issues concerning mental health. Once again, I would like to see more aggressive and systemic language surrounding the commitments to mental health – including inside and outside of the classroom. MSU currently does not have enough mental health counselors and lacks a Director of Counseling and Health Services. I understand the issues with hiring people; however, this makes it even more pertinent to increase our mental health supports elsewhere. There should not be a facet of campus in which students (and faculty and staff for that matter) do not feel supported.

These are all of the concerns that I brought up to President Morgan in our meeting. He has committed to working with me on the more specific concerns I raised, but I would still like to see the broader strategic plan be more reflective of the matters I raised above. Let me know if you have any questions.

Regards,

Brady Lawson

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