Effective Planning and Resource Utilization
Goal 1: VSU informs and supports the need for change, processes, and programs through integrated, continuous strategic planning.

Successful Outreach
Goal 2: VSU actively identifies, cultivates, and encourages private support through the enhancement of alumni, community, and corporate outreach.

Excellence in Student Learning and Retention
Goal 3: VSU encourages continuous enhancement of curricula and research opportunities, resulting in highly informed graduates and increased student retention and graduation rates.

Access and Participation
Goal 4: VSU promotes expanded access, participation, and quality through a comprehensive marketing plan.

Student Preparation
Goal 5: VSU works actively with K-12 education to increase the pool (number) of high school students from our service area who are eligible to attend the University.

High Quality Personnel
Goal 6: VSU pursues excellence and identifies best practices in recruiting, developing, and retaining quality faculty and staff in an environment of shared governance across the campus community.

Engagement in the Community and Region
Goal 7: VSU will continue developing its important educational, cultural/multicultural and economic impact in order to enhance the quality-of-life for the region, and to attract and retain residents, students, visitors, and industry.

Continuous Communication
Goal 8: Through ongoing, two-way communication with the Board of Regents and their staff, Valdosta State University fosters strong alliances with key leaders, thereby serving to maximize cooperation with other state agencies, boards, the Office of the Governor, and the General Assembly (while maintaining the constitutional authority of the Board of Regents [BOR Goal 11]).