

Vision Statement:

The Murray State University Regional Stewardship Advisory Council shares a vision of a united west Kentucky changing its culture to succeed in the new century.

Four Strategic Goals:

1. Educational Attainment – A united west Kentucky will prepare its citizens to compete in the new global economy by increasing the number of degree holders at every level and raising academic performance to national standards, while providing opportunities for lifetime learning.
2. Job Creation/Entrepreneurial Spirit – A united west Kentucky will become a national leader in rural entrepreneurialism, thereby improving its existing labor markets and supporting the current workforce.
3. Collaborative Partnerships – A united west Kentucky will support local governments working together to improve effectiveness of services, maximize efficiency in utilizing resources, and improve the quality of life and economic well being of the region.
4. Quality of Life – A united west Kentucky will preserve its national reputation as a great place to live by promoting tourism, providing quality healthcare services, fostering cultural and recreational opportunities, and maintaining its natural resources.

Specific Goal Objectives:

Education:

1. Raise public school academic performance by further developing the knowledge and skills of educational leadership.
2. Keep everyone engaged in education by providing opportunities for life-long learning.
3. Reduce teacher shortages in high demand areas by developing a reward system that encourages more students to enter the target career fields.
4. Create partnerships between business and educational institutions to develop programs for critically needed job specific skills.
5. Develop a mechanism to certify individuals as teachers through proficiency tests and individualized work experience credentials.

Job Creation/Entrepreneurial Spirit:

1. Make entrepreneurship and innovation the centerpiece of economic development in the region.
2. Enhance regional economic development by aligning educational programs and resources to increase overall economic competitiveness.
3. Improve communication across the region to support economic development and job creation.
4. Develop economic competitiveness strategies centered on the region's natural resources and quality of life.
5. Create networking opportunities to discover synergies, partnerships and new clients both regional and worldwide.

Collaborative Partnerships:

1. Identify public and private programs throughout the nation and adapt for successful application in west Kentucky.
2. Connect successful public and private partnerships throughout the region.
3. Supply data and statistical analysis for local governments to improve decision making.
4. Track statistical trends for Murray State's eighteen county area of responsibility.
5. Develop ways to provide additional assistance for businesses, industry and governmental organizations.

Quality of Life:

1. Develop a regional approach to health awareness.
2. Create opportunities to share resources among counties for services such as public transportation, social programs, drug issues, and children's services.
3. Provide regional assistance with air/water quality issues, solid waste management/recycling and transportation infrastructure.
4. Develop a strategy for cooperative and coordinated development and promotion of cultural and recreational resources.
5. Promote and link tourism in the region.