Vision Statement
Eastern Kentucky University will hold national distinction as a leading comprehensive university focused on students and learning.

Mission Statement
Eastern Kentucky University is a student-centered comprehensive public university dedicated to high-quality instruction, scholarship, and service.

Institutional Goals
(Note: these are not listed in any particular order or suggested priority)

• To promote and support an inclusive climate that respects and celebrates diversity by attracting, developing and educating a diverse student, faculty and staff population.

• To continuously assess and improve the programs, services, and infrastructure of the University.

• To promote learning through high quality programs, research and support services.

• Develop and enhance an environment facilitating intellectual curiosity, cultural opportunities and problem-solving abilities for members of the university community.

• To increase and enhance external and internal constituency engagement, while maintaining a connection with the southeastern region of Kentucky.
STRATEGIC DIRECTIONS

GOAL 1: To promote and support an inclusive climate that respects and celebrates diversity by attracting, developing and educating a diverse student, faculty and staff population.

STRATEGIC DIRECTION 1.1: Enhance a climate that supports diversity.

STRATEGIC DIRECTION 1.2: Increase recruitment and retention of faculty, staff, and students to reflect a diverse society.

STRATEGIC DIRECTION 1.3: Develop and implement a comprehensive and systematic enrollment planning process to increase diversity.

STRATEGIC DIRECTION 1.4: Develop a student-centered support system for a diverse student population.

GOAL 2: To continuously assess and improve the programs, services, and infrastructure of the University.

STRATEGIC DIRECTION 2.1: Enhance technology to ensure access to adequate and secure technology for all faculty, students and staff.

STRATEGIC DIRECTION 2.2: Improve institutional effectiveness by utilizing a strategic planning, budgeting, and assessment process that incorporates shared governance.

STRATEGIC DIRECTION 2.3: Continue a model whereby all units within the university will enable stakeholders to actively participate in the strategic planning, budgeting and assessment process.

STRATEGIC DIRECTION 2.4: Increase base budget funding for deferred maintenance annually.

STRATEGIC DIRECTION 2.5: Increase financial flexibility.

GOAL 3: To promote learning through high quality programs, research and support services.

STRATEGIC DIRECTION 3.1: Enhance student learning through excellence in instruction.

STRATEGIC DIRECTION 3.2: Enhance student learning through excellence in research and scholarship.

STRATEGIC DIRECTION 3.3: Enhance student learning through excellence in community service.
STRATEGIC DIRECTION 3.4: Enhance student learning through excellence in support services.

STRATEGIC DIRECTION 3.5: Improve compensation, and working conditions, and support for research to attract and retain high quality faculty and staff.

STRATEGIC DIRECTION 3.6: Develop and implement a Quality Enhancement Plan (QEP) involving faculty, staff and students.

STRATEGIC DIRECTION 3.7: Identify and implement a resource/funding reallocation plan to maximize effective academic program support.

STRATEGIC DIRECTION 3.8: Identify and implement a combination of academic programs to meet the current and future workforce needs of EKU students.

GOAL 4: Develop and enhance an environment facilitating intellectual curiosity, cultural opportunities and problem-solving abilities for members of the university community.

STRATEGIC DIRECTION 4.1: Enhance professional development opportunities.

STRATEGIC DIRECTION 4.2: Enhance facilities, resources, and opportunities for faculty, staff, and students to pursue creative endeavors and research.

STRATEGIC DIRECTION 4.3: Develop and implement a plan to increase the amount of time available for faculty and staff to pursue professional activities, creative endeavors, and research.

GOAL 5: To increase and enhance external and internal constituency engagement, while maintaining a connection with the southeastern region of Kentucky.

Strategic Direction 5.1: Increase net external funding.

Strategic Direction 5.2: Enhance partnerships with business, community and educational entities.

Strategic Direction 5.3: Enhance external and internal marketing and public relations to increase visibility.

Strategic Direction 5.4: Enhance EKU’s sense of stewardship of place by increasing its commitment to Southeastern Kentucky.