

## **2003-06 EKU Strategic Plan**

### **Vision Statement**

Eastern Kentucky University will be the leading comprehensive university in the Commonwealth of Kentucky, earning national distinction, where students come first.

### **Mission Statement**

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

### **Institutional Goals**

(NOTE: these are not listed in any particular order or suggested priority)

- To promote and support a climate that respects and celebrates diversity.
- To continuously improve the programs, services, and infrastructure of the university through the use of inclusive and innovative processes.
- To promote learning through high quality programs and services.
- To provide intellectual and cultural opportunities which will develop and enhance scholarship and intellectual curiosity.
- To increase and enhance external and internal constituency engagement, while maintaining a connection with Appalachia.
- To attract, develop, and educate an increasingly diverse student body.

## **Strategic Directions**

### **GOAL 1: To promote and support a climate that respects and celebrates diversity.**

STRATEGIC DIRECTION 1.1: Enhance a climate that supports diversity.

STRATEGIC DIRECTION 1.2: Increase recruitment and retention of a diverse faculty, staff, and student body to reflect the global society.

### **GOAL 2: To continuously improve the programs, services, and infrastructure of the University through the use of inclusive and innovative processes.**

STRATEGIC DIRECTION 2.1: Enhance faculty and staff use of technology.

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

STRATEGIC DIRECTION 2.3: Increase base budget funding for deferred maintenance.

STRATEGIC DIRECTION 2.4: Increase financial flexibility.

### **GOAL 3: To promote learning through high quality programs and services.**

STRATEGIC DIRECTION 3.1: Enhance student learning through excellence in teaching, scholarship, and service.

STRATEGIC DIRECTION 3.2: Improve compensation to attract and retain high quality faculty and staff.

STRATEGIC DIRECTION 3.3: Increase opportunities for and participation in learning experiences inside and outside the classroom.

### **GOAL 4: To provide intellectual and cultural opportunities which will develop and enhance scholarship and intellectual curiosity.**

STRATEGIC DIRECTION 4.1: Enhance professional development opportunities.

STRATEGIC DIRECTION 4.2: Enhance resources and opportunities for faculty/staff/student collaboration in scholarly and creative activities.

### **GOAL 5: To increase and enhance external and internal constituency engagement, while maintaining a connection with Appalachia.**

STRATEGIC DIRECTION 5.1: Increase net external funding with emphasis on grants, contracts, private support, and economic development activities.

STRATEGIC DIRECTION 5.2: Enhance partnerships with business and community entities.

STRATEGIC DIRECTION 5.3: Enhance external and internal marketing and public relations to increase visibility.

### **GOAL 6: To attract, develop, and educate an increasingly diverse student body.**

STRATEGIC DIRECTION 6.1: Develop and implement a comprehensive enrollment planning process.

STRATEGIC DIRECTION 6.2: Develop a student-centered support system for a diverse student population.