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.