

2006 – 2010 EKU STRATEGIC PLAN ELEMENTS

DRAFT
April 20, 2005

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.*