

From 2003-06 Plan to 2006-10 Plan

2003 – 06 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**.

Goals

- **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.**

2006 – 10 Plan

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**.

Goals

- **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 services and infrastructure of the University to support and maintain high-quality programs.
- To promote learning through high-quality programs, research and support services.
- To 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.

2003 – 06 Plan

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.

2006 – 10 Plan

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 a diverse faculty, staff, and student body to reflect the diverse society.

GOAL 2: To continuously assess and improve the services and infrastructure of the University to support and maintain high quality programs.

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

STRATEGIC DIRECTION 2.2: Continue a model to improve institutional effectiveness by utilizing shared governance and stakeholder participation in the strategic planning, budgeting and assessment process.

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

STRATEGIC DIRECTION 2.4: Increase financial flexibility.

STRATEGIC DIRECTION 2.5: Implement a comprehensive and systematic enrollment planning process to balance student enrollment with campus physical and academic capacities, including numbers of faculty and staff.

2003 – 06 Plan

Strategic Directions

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.

2006 – 10 Plan

Strategic Directions

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, 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 ECU students.

2003 – 06 Plan

Strategic Directions

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.

2006 – 10 Plan

Strategic Directions

GOAL 4: To 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.