

2017-2025 Strategic Plan DRAFT

1. Goal: Enrich Academic Quality & Enhance Intellectual Vitality

Objective 1: Graduates are well prepared for fulfilling lives

- KPI 1: Graduates demonstrate proficiency in University Learning Outcomes.
- KPI 2: Graduates demonstrate readiness for a diverse and interconnected world.

Objective 2: Students engage in high-impact learning activities

- KPI 1: Graduates complete an internship, practicum experience, research project or equivalent.
- KPI 2: Graduates participate in civic engagement, service-learning experiences, or co-curricular activities.

Objective 3: Faculty are supported in research and scholarship

- KPI 1: Tenured, tenure track, and fixed-term faculty participate in EOU professional development opportunities annually.
- KPI 2: Tenured and tenure track faculty contribute to disciplinary research and/or the scholarship of teaching and learning annually.

2. Goal: Produce Graduates with the Competence and Confidence to succeed

Objective 1: Students are retained

- KPI 1: Increase retention rates to 80% for first-year freshman cohort.
- KPI 2: Increase retention rates to 90% for incoming transfer students.

Objective 2: Barriers to degree attainment are reduced

- KPI 1: Increase 4 year completion rates to 50% for first-year freshman cohort.
- KPI 2: Increase 2 year completion rate for entering transfers to 70%.

Objective 3: Graduates engage in post-graduate planning and preparation

- KPI 1: EOU graduates engage in post-graduation planning activities.
- KPI 2: 85% of alumni indicate EOU appropriately prepared them to achieve long term career and/or education goals.
- KPI 3: 90% of graduates are employed or enrolled in graduate school within one year of degree completion.

3. Goal: Ensure EOU is a Great Place to Work and Learn

Objective 1: The university community is inviting and supportive

- KPI 1: National recognition on the “Great Colleges to Work For” list.
- KPI 2: 85% of students, faculty, and staff indicate the university environment is supportive.

Objective 2: Equity of access and affordability is provided to all students

- KPI 1: Increase equity in applicant yields across student populations.
- KPI 2: Increase equity in retention and completion rates across student populations.

Objective 3: The University promotes and celebrates employee achievements

- KPI 1: All university events, publications, and community engagements promoted by university public relations.
- KPI 2: Increase attendance at quarterly university-wide (faculty/staff) bonding events.

4. Goal: Nurture Relationships with the Communities We Serve

Objective 1: The University facilitates advancement of rural progress

- KPI 1: Establish a thriving and sustainable Center for Rural Engagement.
- KPI 2: Encourage entrepreneurship opportunities for graduating EOU students.

Objective 2: Educational partnerships are cultivated

- KPI 1: Maximize transfer student credit articulation.
- KPI 2: Increase matriculation of regional high school students.

Objective 3: Relationships with the local community are robust

- KPI 1: Increase the number of recognized university-community projects annually.
- KPI 2: Expand partnership with La Grande to promote a thriving downtown.

Objective 4: The online community is fully engaged in the EOU experience

- KPI 1: Demonstrate increased online student outreach and engagement.
- KPI 2: Increase richness of online programming and co-curricular opportunities.

5. Goal: Assure Financial Stewardship and Growth

Objective 1: Fiscal accountability is ensured

- KPI 1: Maintain E&G Fund Balance \geq 10%
- KPI 2: Maintain Primary Reserve Ratio \geq 40%

Objective 2: Endowment is increased

- KPI 1: Grow the EOU Foundation endowment from \$13 million to \$50 million
- KPI 2: Increase annual fund giving by 5 percent per year

Objective 3: Variety exists in revenue sources

- KPI 1: Increase annual grants by 20% annually
- KPI 2: Increase athletics sponsorships and alternate facilities use by 20% annually

Objective 4: The University achieves growth across modalities

- KPI 1: Grow on campus FTE enrollment to 2,500
- KPI 2: Grow online FTE enrollment to 5,500