

11/8/2006

Upper Iowa University
Three – Five Year Strategic Plan
2006 - 2007

Upper Iowa University Vision

Upper Iowa University will be recognized as an exceptional institution of higher learning, developing global citizens who become lifelong learners prepared for leadership within society.

Upper Iowa University Mission

Upper Iowa University provides value-conscious liberal arts based education through flexible and multiple delivery systems. The University provides a student centered environment in which diversity is respected, encouraged and nurtured.

Strategic Statements of the Residential and Extended Universities

The Residential University is a mutually supportive community of learners in which faculty, athletic coaches, staff and students come together to coordinate intellectual and physical development processes and to ensure the opportunity for personal growth. It offers a fluid variety of accredited degree programs designed to address regional needs in the professions as well as the career aspirations of individual students.

While its historical student base includes young men and women whose homes are relatively close to the Fayette campus, the Residential University actively seeks to attract and maintain a student body whose diversity with respect to age, ethnicity, race and regional origin is more reflective of the United States as a whole than of Northeast Iowa in particular.

The Residential University is committed to the ideals and philosophies both of the North Central Association of Colleges and Schools' Higher Learning Commission, and of the National Collegiate Athletic Association's Division II.

The Extended University offers post-secondary degree programs to adult learners worldwide.

It formally partners with accredited U.S. community and technical colleges, corporations, the armed forces, and the national education ministries of the international community to assure that its academic programs are appropriate for and useful to learners under their various influences and controls. The number and variety of programs available in specific areas are driven by market demand.

The Extended University is committed to the ideals and philosophy of the North Central Association of Colleges and Schools' Higher Learning Commission.

Goal and Strategies

Goal:

Position the university so that it can continue to grow in an increasingly global and competitive environment.

Strategy One

Improve the quality of the University's products and processes by implementing and institutionalizing an ongoing continuous quality improvement management system specifically focused on improving student retention, public image, general education outcomes, community involvement, development (fundraising), and human resource services.

Strategy Two

Improve marketing efforts by establishing a marketing unit with particular expertise in market research capability in support of university-wide marketing efforts and to serve a coordinating function across all present and future marketing activities that take place.

Strategy Three

Implement an enrollment management system for the Fayette campus that connects enrollment and fiscal management and provides for research, analysis, and data driven decisions that integrate marketing, financial aid, recruitment (including athletics), student services, retention, and tuition related decisions (including discounting).

Strategy Four

Enhance productivity, career advancement, job satisfaction, leadership development, and succession planning, by implementing a comprehensive, needs-based, ongoing staff development program (to include a university-wide orientation program for new faculty/staff).

Strategy Five

Expand the University's physical presence into new markets and add new majors (especially professional masters degrees) to the curriculum that address contemporary issues and societal needs.

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Strategy Six

Improve University business operations, customer service, communications, product quality, and productivity by increasing and improving the use of technology.

Strategy Seven

Strengthen the financial position of the University so that there are sufficient reserves/resources available and capital for investments into infrastructure improvements, research and development of new products and services, expansion into new markets, and growth of the endowment.

Strategy Eight

Continue to make improvements to the University's infrastructure/facilities that will enhance the learning and working environment.

Strategy Nine

Formalize and strengthen the University's relationship with its alumni by establishing a set of officers (to include a president) elected by the present body of UIU alums at large, reconstitute an effective set of bylaws, and operationalize the association through regularly scheduled meetings of its board for the purpose of initiating and conducting the business of the association in support of the University.