

Purdue University Fort Wayne Strategic Plan—Preliminary Objectives

Background

The Aspirations outlined in our High-Level Strategy describe the long-term focus areas of Purdue Fort Wayne's strategic plan that we will need to successfully address in order to move toward achieving our Vision. These Aspirations are the ends that will guide our actions over the life of our strategic plan.

Objectives describe the specific, time-phased results that will become the milestones that tell us if we are making progress toward achieving our Aspirations. Objectives guide university resource allocations and actions.

This document is a preliminary draft of our Objectives. The feedback provided today will help guide the Planning Teams in revising the Objectives and developing Strategic Activities to support them. The revised Objectives and Strategic Activities will be circulated on campus for feedback from April 1 to April 19.

Preliminary Draft of Strategic Plan Objectives

Objectives are numbered to facilitate discussion; the numbers do not denote rank or priority.

Champion Student Success

1. *Student Learning and Development*: Increase the use of active learning strategies by online/hybrid instructors by ten per year starting in 2019-2020.
2. *Student Learning and Development*: Increase the use of High Impact Practices by instructors who teach high-enrolled freshman-level courses by ten per year starting in 2020-2021.
3. *Academic Achievement*: Increase Second-Fall, first-time, full-time Bachelor degree seeking retention rate by 2% per academic year to 70% by 2023.
4. *Academic Achievement*: Increase the 6-Year, first-time, full-time Bachelor degree-seeking graduation rate by 4% per academic year to 50% by cohort year 2018.
5. *Academic Achievement*: Increase the percentage of first-year students who successfully completed coursework by 7% per year to 75% by 2023.
6. *Career/Professional Development*: Increase the number of students who feel that Purdue Fort Wayne equipped them to develop and achieve their career goals.
7. *Engagement with University Life and Development of the Whole Person*: Increase the number of students who feel that Purdue Fort Wayne care about their personal development.
8. *Engagement with University Life and Development of the Whole Person*: Increase participation in activities, services, and extra-curriculars on and through campus.

Enhance Quality of Place

1. Be an exemplar employer for northeast Indiana.
 - a. Prioritize employee compensation to include annual COLA increases and merit increases based on evaluations.
 - b. Institute a collaborative government structure which includes representation and participation from all levels of staff and faculty.
 - c. Increase the range of opportunities and level of funding for professional development and career advancement.
 - d. Establish a meaningful, supportive performance-review system designed to help employees achieve their maximum potential.
2. Make our grounds and facilities inviting to the campus and surrounding communities.
 - a. Initiate a campus beautification plan to include new, improved and community-accessible landscaping, building improvements, and walkways, etc.
 - b. Add dedicated health, recreation and wellness facilities and programs for staff, students and the community.

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- c. Expand and improve options for affordable on-campus dining and housing.
 - d. Match the caliber of our athletics facilities to our Division I status.
 - e. Invest in the infrastructure necessary to facilitate world-class teaching and research.
3. Offer programming that centers Purdue Fort Wayne as a cultural destination for northeast Indiana.
 - a. Offer and promote a variety of arts, athletic, and educational programming that attracts diverse audiences and encourages participation by students, faculty, staff, and the larger community.
 - b. Increase marketing and publicity for this expanded programming targeted to engage our students and community.
 - c. Develop and promote course, program, and extracurricular offerings that support both career and holistic human development.
 - d. Establish centers and programming that share the historic traditions and living cultures of our global community.
 4. Attract and retain students, faculty, and staff.
 - a. Strengthen our reputation for the quality of student on-campus experience and future success.
 - b. Champion a system of keeping the cost of tuition affordable for students by expanding need-based financial aid.
 - c. Attract top candidates both locally and nationally for open employee positions.
 - d. Expand and promote opportunities that support the success of traditionally underserved groups, including first-generation college students and military veterans.

Embrace Diversity and Inclusion

1. Our institution will cultivate an affirming campus climate that embraces a culture of mutual understanding and respect to stimulate dialogue and remove barriers among campus constituents through interactive avenues.
2. Our institution will have a nationally recognized program which creates a support structure to promote inclusion at every level of the university by investing resources and providing professional development opportunities.
3. Our institution will optimize student enrollment and success through diverse outreach efforts and partnerships as well as providing an enriching environment to increase retention, graduation rates, and decrease the graduation gap for diverse populations.
4. Our institution will foster opportunities that broaden the pipeline for faculty and staff diversity.
5. Our institution will champion a welcoming culture of inclusive, enriched activities for diverse employees, students, and visitors that encourages lifelong learning, critical thinking, and global citizenship.

Promote Community Engagement

1. *Internal Structure:* Create an organizational structure within Purdue University Fort Wayne that supports and encourages community engagement for students, faculty, and staff across campus.
2. *External Activities:* Partner with organizations and the public at large to provide value in the following domains:
 - a. Economic development
 - b. Human capital development and social mobility
 - c. Social and cultural development
 - d. Health and well-being
 - e. Environmental sustainability
3. *Connect Students:* Engage students, faculty, and staff in the community through intentional curricular, co-curricular, and volunteer experiences to transform student learning.
4. *Communicate Successes:* Communicate our engagement successes to internal and external audiences to increase awareness of Purdue University Fort Wayne's contributions.