

## MUW Strategic Goals 2010-15

The University will provide an innovative, high-quality **academic enterprise** that engages students, faculty, and staff by:

- fostering students' deep learning, engagement, and holistic development;  
and
- recruiting, developing, and retaining a highly qualified, diverse faculty and staff.

The University will cultivate a dynamic **student body** that can benefit from, and contribute to the institution by:

- recruiting qualified, diverse students;
- promoting student access, success, retention, and graduation; and
- cultivating a student-first institutional culture.

The University will promote **internal operations** that advance institutional efficiency and priorities by:

- maintaining, enhancing, and effectively utilizing the campus facilities, space, and infrastructure;
- providing appropriate resources, equipment, and technology;
- designing effective, efficient procedures and policies; and
- fostering a culture of accountability to ensure ongoing quality enhancement.

The University will promote **external relations** that advance its public mission and fiscal priorities by:

- forging meaningful and engaged partnerships with external stakeholders;
- providing services and enhancing relationships in the community, region, and state; and
- seeking innovative revenue enhancement through external fund raising and auxiliary management.