



INVESTING IN ***NEBRASKA'S FUTURE***



Strategic Planning Framework
2014-2016

The University of Nebraska is a four-campus, public university which was created and exists today to serve Nebraskans through quality teaching, research, and outreach and engagement. We strive to be the best public university in the country as measured by the impact we have on our people and our state, and through them, the world. To do that, we must compete effectively with other institutions around the world for talented students and faculty. The future of Nebraska is closely tied to that of its only public university, and this framework guides university-wide and campus planning to help build and sustain a Nebraska that offers its citizens educational and economic opportunity and a high quality of life.

The framework consists of six overarching goals emphasizing access and affordability, quality academic programs, workforce and economic development, research growth, engagement with the state, and accountability. Each goal has a number of related objectives, strategies and accountability measures developed for Board and university-wide monitoring over a multi-year period. Companion documents include an implementation tool with metrics and the schedule for monitoring by the Board, as well as a dashboard reflecting progress.

The university's efforts will not be limited to these priorities, as we expect to be able to measure progress in other areas given the interrelatedness of the objectives, other priorities of the Board and the President, and the ongoing strategic planning efforts of the four campuses. Campus plans are consistent with this framework and operate within its broader goals. Each campus has established a set of quality indicators that provide a means to evaluate achievement and momentum related to its principal objectives.

▶▶▶ **1. The University of Nebraska will provide the opportunity for Nebraskans to enjoy a better life through access to high quality, affordable undergraduate, graduate and professional education.**

- a. The university will strive to increase affordability and ensure qualified students are not denied access based on economic circumstances.
 - i. Secure state funding sufficient to support access to high quality programs.
 - ii. Keep tuition increases moderate and predictable for students and families, consistent with goals of both access and quality.
 - iii. Expand need-based financial aid and effectively market opportunity and major aid programs (e.g. Collegebound Nebraska, Buffett Scholars, Thompson Learning Communities).
- b. Increase the percentage of Nebraska high school graduates (the state "college-going rate") who enroll at and graduate from the university.
 - i. Increase enrollment, consistent with quality imperatives, to serve Nebraska's goals for increased educational attainment.
 - ii. Increase each campus's undergraduate freshman-to-sophomore retention rate each year, with a goal of exceeding the average of its peer institutions.

- iii. Increase each campus's undergraduate six-year graduation rate, with a goal of exceeding the average of its peer institutions.
- c. Increase the diversity of those who enroll at and graduate from the university, employing measures permitted by state and federal law.
 - i. Engage in partnerships with other higher education institutions, K-12, and the private sector to increase diversity of students who seek a post-secondary education, employing measures permitted by state and federal law.
- d. Expand lifelong educational opportunities, including those for non-traditional and transfer students.
- e. Promote adequate student preparation for success in higher education.
 - i. Engage in pilot programs with Nebraska high schools for development of high school academies in partnership with the university.
 - ii. Provide timely and usable information to middle school students, parents, teachers and school administrators.
- f. Promote ease of transfer to the university from other higher education institutions.
 - i. Improve programs for transfer from community colleges, state colleges and other higher education institutions.
- g. Expand distance education programs, taking advantage of university-wide marketing and efficiencies and campus role and mission, strengths and entrepreneurship.
 - i. The University will offer a variety of its academic programs by distance education through Online Worldwide in an effort to provide access to the University of Nebraska to the people of the state and beyond the boundaries of the state who are unable to enroll in programs offered only on campus.

▶ ▶ ▶ **2. The University of Nebraska will build and sustain undergraduate, graduate and professional programs of high quality with an emphasis on excellent teaching.**

- a. Recruit and retain exceptional faculty and staff, with special emphasis on building and sustaining diversity.
 - i. To help ensure competitiveness, faculty salaries and incentives (awarded on the basis of merit) and fringe benefits should exceed the average of peer institutions.
 - ii. Develop and maintain programs to enhance work/life conditions of faculty and staff, including overall campus climate.
 - iii. Each campus shall endeavor to meet the university's ongoing commitments to faculty diversity, employing measures permitted by state and federal law.
 - iv. Increase support for professorships and named/distinguished chairs.

- b. Pursue excellence through focus on targeted programs in areas of importance to Nebraska where the university can be a regional, national and/or international leader (e.g. agriculture and natural resources, life sciences, information technology and architectural engineering).
 - i. Programs of Excellence funding shall be increased when practicable and results of allocations shall be periodically reviewed for impact.
 - ii. Resource allocation shall take advantage of distinct campus roles and missions to achieve overall university goals.
 - iii. Campuses are encouraged to collaborate to achieve overall university goals.
- c. Provide opportunities for global engagement of faculty through international teaching, research and outreach exchanges, fellowships and collaborations.
 - i. Increase faculty participation in Fulbright and related programs.

▶▶▶ **3. The University of Nebraska will play a critical role in building a talented, competitive workforce and knowledge-based economy in Nebraska in partnership with the state, private sector and other educational institutions.**

- a. Work to stem and reverse the out-migration of graduates and knowledge workers.
- b. Increase proportion of the most talented Nebraska high school students who attend the University of Nebraska.
 - i. Increase enrollment of Nebraska students ranked in top 25% of their high school class.
 - ii. Increase support for merit-based scholarships.
- c. To attract talent to the state, increase the number of nonresident students who enroll at the university.
 - i. Increase enrollment of nonresident undergraduate students at UNL, UNO and UNK.
- d. To adequately prepare students for the global economy, significantly increase opportunities for international study and engagement.
 - i. Significantly increase the number of undergraduates studying abroad, with the goal of ultimately providing the opportunity for every undergraduate to study abroad.
 - ii. Significantly increase the number of international undergraduates and graduates studying at the university.
- e. Encourage and facilitate the commercialization of research and technology to benefit Nebraska.
- f. Develop and strengthen internship and service learning opportunities with business, education, government, military, and nonprofit organizations.
- g. Engage in partnerships with government and the private sector to develop regional economic strength.

- h. Pursue excellence in educational attainment aligned with the long-term interests of the state.
 - i. Analyze areas of future workforce demand, including job and self-employment opportunities in non-growth rural communities and economically disadvantaged urban areas, and strengthen or develop curricula and programs appropriate to the university in alignment with those areas.
 - ii. Develop educational programs that prepare students for the flexibility required to respond to the uncertainty of future workforce demands.
 - iii. Develop distance education and other educational programs that permit Nebraskans to prepare for jobs and opportunities to meet future workforce demands.

▶ ▶ ▶ **4. The University of Nebraska will pursue excellence and regional, national and international competitiveness in research and scholarly activity, as well as their application, focusing on areas of strategic importance and opportunity.**

- a. Increase external support for research and scholarly activity.
 - i. Increase federal support for instruction, research and development, and public service.
 - ii. Inventory and forecast infrastructure (physical facilities, information technology, equipment) necessary to support continued growth in research activity and secure private and public support to eliminate deficiencies.
- b. Increase undergraduate and graduate student participation in research and its application.
- c. Encourage and support interdisciplinary, intercampus, inter-institutional and international collaboration.
- d. Improve the quantity and quality of research space through public and private support.
- e. Focus resources on areas of strength in research where the university has the opportunity for regional, national and international leadership and in areas of strategic importance to the health and economic strength of Nebraska (e.g. agriculture and life sciences; natural resources, especially water; prevention and cure of diseases such as cancer; and early childhood education).
 - i. Invest resources through the Nebraska Research Initiative, Programs of Excellence and other sources to build capacity and excellence in research.

▶ ▶ ▶ **5. The University of Nebraska will serve the entire state through strategic and effective engagement and coordination with citizens, businesses, agriculture, other educational institutions, and rural and urban communities and regions.**

- a. Support economic growth, health and quality of life through policy initiatives consistent with university mission.

- b. Recognize and reward faculty innovation and effectiveness in outreach and engagement.
- c. Support Nebraska’s economic development.
 - i. Partner and collaborate with government and the private sector to attract, retain, and spur business development and economic opportunity.
 - ii. Use university research and other resources to foster more effective relationships with the private sector.
- d. Support entrepreneurship education, training and outreach.
- e. Collaborate with the public and private sectors to build successful regional, multistate, international linkages.
- f. Use university resources to engage Nebraskans outside cities where our major campuses are located.
 - i. Effectively use the Nebraska Rural Initiative and other university-wide and campus programs to develop excellence in supporting community development while creating quality economic opportunities throughout rural Nebraska.
 - ii. Effectively use regional research and extension operations and statewide extension for engagement with the university.

▶ ▶ ▶ **6. The University of Nebraska will be cost effective and accountable to the citizens of the state.**

- a. Support the development of a sustainable university environment.
 - i. Build a comprehensive long-range capital facilities planning process and provide a six-year capital construction plan, updated quarterly.
 - ii. Implement the second phase of LB 605 to repair, renovate and/or replace specific university facilities.
 - iii. Campuses shall pursue energy efficiency.
 - iv. Campuses shall promote through policies and scheduling effective utilization of university facilities.
- b. Maintain a safe environment for students, faculty, staff and visitors.
 - i. Develop and regularly monitor fire safety plans and procedures.
 - ii. Collaborate with state and local government in disaster planning.
 - iii. Develop and test campus plans for emergencies and disasters.
- c. Allocate resources in an efficient and effective manner.
 - i. Use best practices in procurement and construction and other business engagement.
 - ii. Leverage roles and missions of campuses to find savings and cost reductions through academic, administrative and business process efficiencies and effectiveness.

- iii. Develop and report on matrix of business health indicators, including university debt.
- d. Maximize and leverage non-state support.
 - i. Promote entrepreneurship and revenue-generating opportunities.
 - ii. Collaborate with the University of Nebraska Foundation to secure private support for university priorities.
- e. Create and report performance and accountability measures.
- f. Maximize potential of information technology to support the university's activities.
- g. Provide accurate and transparent information to the public about college costs and student learning and success outcomes.
 - i. Participate in the Student Achievement Measure (SAM) program.
 - ii. Participate in the National Survey of Student Engagement.
 - iii. Monitor student achievements on licensing and professional examinations.
 - iv. Participate and measure effectiveness of national pilot projects on learning assessment with the goal of adopting university measurements.
- h. Implement awareness and education programs to assist all students in management of personal financial matters.