

**EOU: Mission and Strategic Plan  
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**University Mission**

EOU guides student inquiry through integrated, high-quality liberal arts and professional programs that lead to responsible and reflective action in a diverse and interconnected world.

As an educational, cultural and scholarly center, EOU connects the rural regions of Oregon to a wider world. Our beautiful setting and small size enhance the personal attention our students receive, while partnerships with colleges, universities, agencies and communities add to the educational possibilities of our region and state.

**EOU Vision**

EOU embraces the challenges of education in the 21<sup>st</sup> century.

We see a growing demand for access to affordable, high quality education, responding to societal trends in technology and globalization. We will meet this demand by being Oregon's leader in rural access to higher education.

While centered at a beautiful campus in the city of La Grande, EOU extends its reach, offering education where it is needed. We bring higher education to rural Oregon, where access to high-quality education can make a significant contribution to the people's lives.

EOU works with diverse constituents and partners to create sustainable growth for Eastern and rural Oregon, through educating its citizens and facilitating collaborative public work on issues of concern.

EOU demonstrates a spirit of innovation, which creates new opportunities to educate students and serve the public. We will be the university of the future enriched by our place, partnerships, people, and traditions.

## **Strategic Priorities**

To realize our vision, the university will pursue these five priorities:

### **Focus on learning and achievement**

The goal of learning is evidenced throughout all aspects of university life and supported by excellent instruction and student services. EOU students, graduates, faculty, and staff demonstrate a deep sense of vocation and work for positive change across rural Oregon. The university provides opportunities for the region to further learning.

### **Innovate to provide opportunities**

EOU serves students where they are, through appropriate means for delivering education. Partnerships with other educational institutions give EOU students access to additional academic programs and allow for efficient transfer. The university's integrated, flexible administrative structure supports diverse programs, locations, and means of delivery while providing quality service to all constituents.

### **Provide educational, economic and cultural leadership**

A college-going culture is essential in creating strong communities with secure futures. The university will expand its role as a scholarship, research, and cultural center to convene and facilitate public work on critical issues facing Oregonians.

### **Diversify and internationalize the university**

Eastern welcomes students, faculty, and staff from a variety of backgrounds, experiences and perspectives. The university and its programs are enhanced through the study of diverse people, cultures, ideas and ways of knowing. The university helps the public to think globally by connecting rural Oregon to the world.

### **Strengthen the university's resources**

The university seeks to attract and retain high quality faculty and staff and to recognize and reward them appropriately. University facilities are well designed, well maintained and beautiful, with the proposed library and information center serving as the centerpiece of the La Grande campus. Expansion and diversification of university funding sources will lead to a greater ability to invest in the university, thereby enhancing the future of rural Oregon.