

STRATEGIC ACTION PLAN FOR 2010-11 ACADEMIC YEAR

Eastern Oregon 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.

Mission Themes, Goals and Aims

Theme 1: Eastern has high quality liberal arts and professional programs that prepare students for the world beyond college.

Goal 1: Foster and assess student learning

- A. Complete General Education development, pilots, assessments, and reflections that focus on and capitalize on national standards.
- B. Complete Program portfolios and assessments.
- C. Align GEC, Program outcomes and Co-Curricular Outcomes to meet University Learning Outcomes
- D. Assure support for academic programs: Instructional materials, equipment, and library.
- E. Ensure EOU hires quality faculty

Goal 2: Ensure faculty and staff success

- A. Strive to attain parity in salary for all employees comparable to peers or market.
- B. Provide opportunities for professional development while striving to become a "learning" organization.
- C. Improve and update University policies and procedures.
- D. Enhance communication efforts to support shared governance.
- E. Evaluate all faculty and staff on a regular basis.
- F. Encourage and support faculty scholarship

Theme 2: Eastern is a regional University with a deep sense of commitment to students where they are.

Goal 3: Serve students where they are

- A. Establish and maintain online, onsite, and on campus programs that serve student needs.
- B. Provide pathways for a wide variety of potential EOU students: Veterans, community college transfers, international students, students from contiguous states, and those from Oregon.
- C. Ensure that the EOU curriculum and delivery systems are robust and responsive to regional needs.

Goal 4: Make excellence inclusive

- A. Recruit and retain students representative of the demographics of Eastern Oregon and the region with special attention to Latin and Native Americans.
- B. Provide resources (financial aid, work study, advising, curriculum) to all students to ensure access to college.
- C. Ensure a diverse and inclusive student, faculty and staff participation.
- D. Strive to make the educational experience inclusive through curricular and cocurricular innovation.

Goal 5: Adopt and enhance appropriate educational technologies

- A. Ensure that EOU has adequate ability to communicate both within and outside the University.
- B. Provide opportunity for faculty to develop high quality instruction through a variety of technological means.

Theme 3: Eastern is the educational, cultural and economic engine of eastern Oregon.

Goal 6: Foster Partnerships

- A. Work with community colleges to forge effective 2+2 transfer programs and onsite opportunities
- B. Work with community, region, state, and national groups to provide opportunities for students to engage in practica, internships, service learning, research

Goal 7: Ensure a fiscally and environmentally sustainable university environment

- A. Ensure solid financial support for operations
- B. Establish enrollment targets, policies, and strategies that grow EOU to a best fit model for size and infrastructure.
- C. Establish policies and procedure to ensure a sustained and satisfied work force.

Goal 8: Provide programs and resources to respond to high demand regional needs

- A. Match twelve-county mission demographic profile and potential workforce needs with curriculum capacity
- B. Targeted recruitment in mission-critical areas experiencing high unemployment
- C. Targeted recruitment of underserved students in the mission region
- D. Leverage appropriate partnerships to develop and deliver certificate/degree programs to mission-critical areas

Theme 4: Eastern provides personal, student-centered experience in both the curricular and cocurricular program.

Goal 9: Ensure access and success for all students

- A. Provide all freshmen with an effective first year experience
- B. Provide students with effective advising
- C. Provide students with academic, financial, and personal support in attaining a degree

Goal 10: Provide opportunities for students and faculty to engage with their community.

- A. Support and encourage the University Learning Outcome of Civic Engagement and Social Responsibility
- B. Develop partnerships with local, regional and broader partners to facilitate enhanced opportunities for engagement of students and faculty members

ACCESS

EOU provides students from eastern Oregon and beyond the most felicitous access to a quality education through onsite, online and on campus programs. Our priority is to remove barriers for students who may be place bound, financially restricted, or culturally/socially disadvantaged.

AFFORDABILITY

EOU offers students a quality education at an affordable price. Our priority is to keep the total cost of college favorably competitive with universities in the region and across the State.

ENGAGEMENT

EOU is responsive to the community and region by engaging in partnerships that support student learning and that enhance the economic, cultural and social life of the region.