1. **Goal: Academic Quality & Intellectual Vitality**

   Objective 1: Facilitate Multi-Tiered Student Learning
   Objective 2: Create Enriching Activities for Students
   Objective 3: Increase Support to Faculty for Teaching Enrichment

2. **Goal: Success in the Short & Long Term**

   Objective 1: Optimize Recruitment, Retention, and Completion
   Objective 2: Link Academic and Post-Graduation Planning

3. **Goal: A Great Place to Work & Learn**

   Objective 1: Create a diverse and supportive campus culture
   Objective 2: Provide Access & Affordability

4. **Goal: Support for our Communities**

   Objective 1: Promote Academic and Economic Progress in Rural Oregon
   Objective 2: Offer Engagement Programs and Pathways for Degree Attainment
   Objective 3: Link the University with the Local Community

5. **Goal: Financial Sustainability & Advancement**

   Objective 1: Ensure Fiscal Accountability
   Objective 2: Increase Endowment
   Objective 3: Increase New Sources of Revenue