**Goal: Ensure Financial Stability**

Obj: have in reserve at least 1 year of operational funding  
  [KPI: 20% by year 1]
Obj: identify and achieve baseline enrollment numbers in all modalities  
  [KPI: pull enrollment numbers]
  [KPI: evaluate by each modality]
Obj: diversifying our revenue sources  
  [KPI: endowment]
  [KPI: utilizing assets - weekend/evening courses]

**Goal: Improve the Quality of All Modalities of Instruction & Operations**

Obj: faculty to evaluate & upgrade current instructional methods
Obj: increase experiential learning opportunities
Obj: continuous engagement in professional development & faculty scholarship  
  [KPI: faculty engagement in one or more]
  [KPI: Deans report to the provost]
Obj: operational units increase efficiency and maintain quality of service
Obj: hire and maintain quality faculty and staff  
  [KPI: retention of employees]
  [KPI: compensation in-line with peer/like institutions]
Obj: Use standardized syllabus (course objectives) designated within a college
Obj: assess student learning based on stated and institutional course learning objectives  
  [KPI: program goals & course objectives aligned]
  [KPI: gearing course assignments to meet course objectives]
Obj: provide an intellectually stimulating learning environment that results in student transformation

**Goal: Build & Maintain Well Functioning Relationships**

Obj: faculty with students, faculty with faculty, students with administration, administration with everyone, students with students, students with community, etc....  
  [KPI: ensuring a safe and positive atmosphere for learning]
Obj: develop framework for inter-institutional & organizational relationships
Obj: EOU and regional partners (CC’s, businesses, organizations)

**Goal: Create and Execute Comprehensive Marketing Strategies**

Obj: systematic ongoing process for recruiting and admitting students across all modalities
Obj: engage/hire a marketing firm we give objective to
Obj: maintain current plan until we can get a marketing firm on board

**Goal: Define and Plan for Multifaceted Growth**

Obj: online  
  [KPI: evaluate capacity for increase – room in classes and instructors]
  [KPI: identify competitors]
Obj: oncampus  
  [KPI: evaluate room (# of beds)]
  [KPI: evaluate maximized use of physical space (classrooms)]
Obj: demographic and diversity
Goal: Engage in Planning and Activities that Promote Student Success

Obj: provide student support and resources
   [KPI: planned and implemented training certification for every type of advisor]
   [KPI: standardizing communication in all modalities]
   [KPI: create an advisor handbook that is regularly updated]

Obj: pathways for student degree completion are clearly defined
   [KPI: # of degrees awarded each term]
   [KPI: 4 year degree plans]
   [KPI: articulation agreements]

Obj: focus on emotional support

Obj: job placement