

## Eastern Oregon University Strategic Plan Framework – THE ASCENT 2029

*Goal 1: Student Success – Graduate students with the competence and confidence to succeed*

**Objective 1: All graduates engage in high-impact, experiential learning activities**

- KPI 1: Students complete an internship, practicum experience, research project, or the equivalent
- KPI 2: Students engage in meaningful civic, service-learning, or co-curricular activities

**Objective 2: Graduates engage in post-graduate planning and preparation**

- KPI 1: 90% of graduates are employed or enrolled in graduate school within one year of degree completion
- KPI 2: 85% of alumni indicate EOU adequately prepared them for achievement of long-term educational and career goals

*Goal 2: Transformational Education – Enrich academic quality and enhance intellectual vitality*

**Objective 1: Excellence in teaching and scholarship**

- KPI 1: Students experience meaningful student-faculty interactions
- KPI 2: Faculty engage in best practice interactive pedagogies
- KPI 3: Teaching and library faculty are supported in disciplinary research and/or the scholarship of teaching and learning

**Objective 2: Graduates possess the essential learning outcomes employers seek**

- KPI 1: Graduates demonstrate proficiency in University Learning Outcomes
- KPI 2: Graduates demonstrate readiness for a diverse and interconnected world

*Goal 3: Grow the Number of Lives Impacted – Expand student access, opportunity, and completion*

**Objective 1: Serve as a growing and thriving rural university**

- KPI 1: Grow on campus FTE enrollment to 2,500
- KPI 2: Grow on-line FTE enrollment to 5,000

**Objective 2: Students are retained**

- KPI 1: Achieve 80% year 1 retention for first-year freshman cohort
- KPI 2: Achieve 90% year 1 retention for entering transfers

**Objective 3: Efficient degree attainment**

- KPI 1: Increase 4-year completion rates to 50% for first-year freshman cohort
- KPI 2: Increase 2-year completion rates to 70% for entering transfer students

*Goal 4: Thriving University Community - A Great Place to Work and Learn*

**Objective 1: Foster an inviting and supportive university culture that exemplifies EOU's values and principles**

- KPI 1: Achieve national recognition on the "Great Colleges to Work For" list
- KPI 2: 85% of students, faculty, and staff indicate the institution provides a supportive and caring environment

**Objective 2: Support intercultural competency, inclusiveness, and diversity**

- KPI 1: Resident students reflect a cross-section of Oregon enriched by students from other regions and countries
- KPI 2: The students, faculty, and staff demonstrate competency in intercultural interactions

**Objective 3: Provide and maintain a campus that promotes quality of life for students, faculty, staff, and the community**

- KPI 1: Infrastructure and facilities are well maintained, accessible, safe and secure
- KPI 2: The physical campus reflects and strengthens our naturally beautiful setting
- KPI 3: Use of campus by stakeholders is maximized

*Goal 5: Relevance and Interconnection – Serve as the educational, economic, and cultural engine for rural places*

**Objective 1: Educational partnerships are cultivated**

- KPI 1: Maximize transfer student credit articulation
- KPI 2: Increase matriculation of regional high school students

**Objective 2: Be recognized as a leader in promoting rural community prosperity and resilience**

- KPI 1: Designated as Oregon's rural university
- KPI 2: Achieve Carnegie Community Engagement Classification

*Goal 6: Financial Sustainability – Stewardship in financial sustainability and in growing EOU's financial and capital resources*

**Objective 1: Develop and foster a culture of fiscal responsibility, accountability, and security for all university funds**

- KPI 1: Maintain E&G fund balance  $\geq 10\%$
- KPI 2: Maintain primary reserve ratio  $\geq 40\%$
- KPI 3: Maintain debt burden ratio  $\leq 5\%$

**Objective 2: Foster a culture of philanthropy that significantly increases engagement with and giving to the university**

- KPI 1: Complete a successful comprehensive campaign
- KPI 2: Increase alumni participation rate to 6 percent or more

**Objective 3: Expand revenue from alternative sources such as grants, sponsorships, partnerships, and alternative uses of campus property**