CAD STRATEGIC PRIORITIES
First Draft – 17 August 2011

Strategic Goal 1. Foster a High-Quality Academic Environment and Reputation

Objectives: Increase student retention, persistence and graduation.
Reinforce a global context for teaching and learning.
Enhance the impact of graduate programs.
Expand undergraduate student research and creative activity.
Enhance academic programs at regional programs.
Strengthen University Libraries.

Metrics: Retention rates, graduation rates, achievement gaps, degrees, credits to degree, study abroad offerings, number of undergraduate and graduate theses, regional campus capacity, library holdings

Strategic Goal 2. Promote a Diverse and Engaged University Community

Objectives: Achieve diversity among our student, faculty and staff populations.
Increase the international student, faculty and staff profile.
Decrease the economic burden on students.

Metrics: Undergraduate and graduate enrollments, diversity profile, international enrollments, international partnerships, net direct cost, transfers from KCTCS

Strategic Goal 3. Demonstrate a Commitment to Academic Excellence Across All Disciplines

Objectives: Increase competitiveness of faculty/staff salaries and benefits.
Expand professional development opportunities for faculty and staff.
Expand the volume of research and scholarly activity.
Grow the Honors College.
Enhance preparation of students for success in graduate or professional school.

Metrics: Salaries/benefits relative to benchmarks, investments in PD, external R&D expenditures, HC graduates, national scholarship awardees, research doctorates earned by graduates, new teacher excellence

Strategic Goal 4. Contribute to Quality of Life in the Region, Nation and World

Objectives: Expand WKU's economic impact on the region.
Increase technology transfer.
Increase the linkage of the research enterprise with the community.

Metrics: STEM+H degrees, intellectual property disclosures, online learning

Strategic Goal 5. Ensure Campus Infrastructure and Resources to Support the Core Mission

Objectives: Continue the physical transformation of WKU campuses.
Generate enduring support for institutional priorities.
Enhance efficiency and sustainability in campus operations.
Ensure forward-looking information technology capacity.

Metrics: Capital projects completed, total endowment, annual gift deposits, energy usage, IT services