



RSU STRATEGIC PLANNING GOALS FOR 2021

GOAL #1: INSPIRE STUDENT LEARNING & DEVELOPMENT

Objective 1: Promote Student Success

- Initiative 1: Increase persistence and graduation rates
- Initiative 2: Expand opportunities for undergraduate research/scholarship

Objective 2: Enhance Transformational Learning Experiences Across the University

- Initiative 1: Integrate quality principles across the curriculum
- Initiative 2: Strengthen internship and civic engagement programs
- Initiative 3: Emphasize diversity, inclusion, and global awareness
- Initiative 4: Promote educational experiences for students outside of the classroom

GOAL #2: ENHANCE INSTITUTIONAL EXCELLENCE, INNOVATION & TRADITIONS

Objective 1: Enhance Organizational Culture and Strengthen Internal Communication Systems

- Initiative 1: Promote a culture that celebrates innovation, values human resources, and embraces positive change
- Initiative 2: Strengthen internal communication systems
- Initiative 3: Engage part-time faculty in University culture
- Initiative 4: Establish and celebrate RSU traditions

Objective 2: Support Professional Growth and Employee Well-Being

- Initiative 1: Ensure competitive salaries for faculty and staff (full-time and part-time)
- Initiative 2: Pursue pedagogical innovation through faculty and staff support
- Initiative 3: Build full-time faculty and staff to the level of regional parity

GOAL 3: ENGAGE RELEVANT STAKEHOLDERS

Objective 1: Enhance RSU's Image and Build Brand Awareness

- Initiative 1: Develop a comprehensive brand identity and marketing plan
- Initiative 2: Actively engage alumni and community supporters
- Initiative 3: Enhance external communication
- Initiative 4: Strengthen RSU Foundation Endowments and Donor Base

GOAL #4: ENHANCE ENROLLMENT GROWTH & DEVELOPMENT

Objective #1: Strengthen Operational and Student Service Systems

- Initiative 1: Maximize the implementation and use of the new administrative services and associated technology systems.
- Initiative 2: Reimagine and reinvigorate RSU's Service Mission

Objective #2: Increase Institutional Enrollment

- Initiative 1: Develop a comprehensive Strategic Enrollment Plan
- Initiative 2: Accelerate academic program development
- Initiative 3: Increase institutional retention
- Initiative 4: Increase volume, quality and opportunities relative to student activities across all RSU campuses.



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