Cleveland State - Recommended Strategic Direction

Mission
Empowering Students
Creating Knowledge
Engaging Communities
Shaping Our World

Vision
CSU will be a model public research university. We will be an anchor institution nationally recognized for distinctive scholarship, creative activity, and engaged curricula that create a better life for our students and all citizens.

Strategic Priorities

1. Leverage advances in Undergraduate Student Success, achieving a 50 percent graduation rate and sustaining recognition as among the best US urban universities in student retention practices

2. Continue to strengthen CSU’s Academic Offering, building on a renewed General Education curriculum, enhancing the size and credentials of the full time faculty in high priority programs, and strengthen Continuing Education

3. Drive Recruitment across all student segments by sustaining freshmen class momentum, strengthening the intake of transfers and reversing the decline of graduate students—supported by a growing base of international enrollees

4. Reenergize Graduate Education to make it a significant contributor to the University’s growth and reputation

5. Sustain steady growth in the number of Research proposals submitted by CSU by building on current STEM capabilities and strong programs in the Arts, Humanities and Social Sciences, by investing in industry partnerships, and by further encouraging a supportive research culture

6. Steadily increase the University’s importance as an Anchor Institution for the Greater Cleveland area, with a special emphasis on 5-10 high impact partnerships

Organizational Capacity Requirements

1. Maintain a set of University level forums and processes that effectively integrate organizational entities and bring both collaboration and a CSU perspective to strategic and operational decision making and execution.

2. Migrate CSU’s information technology plan to a Cloud-based ERP

3. Maintain the University’s current Physical Infrastructure in good condition and judiciously implement elements of the Master Plan as resources permit

4. Continue to Improve Fundraising Effectiveness and Results, grounded on the growing impact of a “culture of giving”

Exhibit 2

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