



STRATEGIC ACTION PLAN

(Present - June 2023)

MISSION AND VISION

The University of Akron is a leading public urban research university with an unsurpassed commitment to community engagement with a great American legacy city, Akron.

- We will be an opportunity university for all learners.
- We will be known as a willing and constructive partner of business, government and the non-profit sector.
- We will be an institution of innovation willing to invest in unique approaches that increase opportunity for students and reduce costs.
- We will be a diverse, equitable and inclusive university.
- We will sponsor an array of superb academic programs relevant to the future.
- We will make and keep promises to our students, ourselves and this community.

The plan is organized around the following five promises.

I. WE PROMISE TO ENSURE THE LONG-TERM VIABILITY OF THE UNIVERSITY BY:

- A. Developing a budget model that incentivizes enrollment growth across the University, including those that involve interdisciplinary collaborations.
- B. Organizing faculty and staff efforts to promote increases in retention and progression.
- C. Increasing faculty and staff interactions with current and prospective students both on and off campus.
- D. Increasing regional yield and rebuilding non-resident (both international and out-of-state domestic) enrollments.
- E. Sharpening our storytelling of the Akron Experience—what students, faculty, alumni and the community gain from their interaction with The University of Akron.

II. WE PROMISE TO PROVIDE FLEXIBLE LEARNING OPPORTUNITIES AND AN ARRAY OF SUPERB ACADEMIC PROGRAMS BY:

- A. Aligning the student and academic affairs offices to increase and improve collaborations that better serve the support and advising needs of all learners, traditional and non-traditional.

- B. Improving course delivery, academic success, student learning, student well-being and student satisfaction.
- C. Continuing to invest in and grow fully online programs aligned to student interest and market demand.
- D. Enhancing support of high-demand programs along with the development and support of alternative, innovative pathways to learning and degree completion.

III. WE PROMISE TO INCREASE DIVERSITY, EQUITY AND INCLUSION BY:

- A. Reducing, with the goal of eventually eliminating, disparities in educational outcomes.
- B. Recruiting a more diverse student body that is representative of Akron and our region.
- C. Increasing the number of faculty and staff job applicants from marginalize populations.
- D. Providing high-quality programs that will involve faculty, students, contract professionals and staff, both majority and minority, in deliberative and reflective conversations about how to advance diversity, equity and inclusion at The University of Akron.

IV. WE PROMISE TO NURTURE RESEARCH AND INNOVATION BY:

- A. Revitalizing the Office of Research Administration and the operations of the University of Akron Research Foundation, including hiring permanent leadership.
- B. Incentivize faculty to secure external support for their research and increase Facilities and Administration revenue to the General Fund
- C. Identify and adjust policies and practices that hinder faculty in their scholarly and innovation pursuits.

V. WE PROMISE TO CONNECT TO AND SERVE OUR COMMUNITY BY:

- A. Investing in a single, one-stop professional and continuing education office that consolidates and improves support for all non-credit initiatives.
- B. Partnering with local/regional business, government and non-profit enterprise in ways that serve their needs, provide experiential learning, service-learning, and applied research opportunities for students and create outcomes that matter locally and globally.
- C. Reconnecting and growing our cultural corridor in the surrounding region through the arts, especially through revitalized programming and community use of E.J. Thomas Performing Arts Hall and connecting with downtown via our AkronArts plan.

