

VISION DRIVES OUR STRATEGIC GROWTH



UNIVERSITY OF MINNESOTA
ROCHESTER

VISION DRIVES OUR STRATEGIC GROWTH

The University of Minnesota Rochester inspires transformation in higher education through innovations that empower our graduates to solve the grand health challenges of the 21st century.

Our strategic growth priorities of learning, resource stewardship, collaboration and communication will focus our planning and ensure our outcomes always align with our vision.



UMR'S GROUNDING VALUES
are the guideposts for our collective vision.

RESPECT

We value habits of interaction that demonstrate the worth and dignity of each person.

HUMAN POTENTIAL

We value every person's capacity to learn, develop, imagine, create and contribute.

COMMUNITY

We value collective work and a culture of trust that promotes collaboration, problem-solving, and partnerships while creating belonging, accountability and courageous action.

DIVERSITY AND INCLUSIVENESS

We value the range of human differences and the active pursuit and involvement of varied perspectives.

EVIDENCE-BASED DECISION MAKING

We value strategic collection and careful assessment of data to inform our choices in all matters, including student learning and development.

UMR'S CENTERING ASPIRATIONS
focus our strategic planning.

Devote our expertise and energy to student learning and development, choosing habits that enable us to thrive as a healthy, high-integrity community characterized by our values.

Generate transformative contributions to the renewal of higher education, providing a collaborative environment of inquiry that allows innovative thought-leadership in teaching and learning; educational research; public engagement; organizational efficiency; and community integration.

Enhance the diversity of the health care workforce, through intentional inclusivity emanating from our core commitment to respectful human relationships and permeating our habits of interaction in recruitment, teaching and learning, and the ongoing life of our UMR community.

Optimize the established arenas of distinctiveness, assessing results to provide ongoing evidence for decision-making and mindfully aligning emerging innovations with these established strengths.

Sustain UMR as an innovative, educational enterprise, through increased enrollment of passionate, resilient students commensurate with the goals established in our enrollment management plan as well as increased strategic generation of mission-driven resources.

Contribute significantly to the continued development of the Rochester community through intentional partnerships and initiatives.

These strategic growth priorities and working groups' decision-making principles are part of UMR's growth planning.

ACADEMIC INNOVATION AND OPTIMIZATION

- Assure that academic innovation and optimization of student learning are priorities when making decisions about supporting systems and spaces.
- Invest in resources to support a highly innovative environment.
- Strive to retain distinctiveness and unique structure and approach when they contribute to enhancing outcomes.
- Share our stories of innovation internally and externally.

ALUMNI

- Reassess needs for alumni relations and services.
- Track alumni to provide feedback, build community and share stories.
- Develop cohesion of alumni relations through development of mission and vision.
- Identify leadership and coordination of Alumni Relations and Services.

CAMPUS MASTER PLANNING

- Decisions regarding campus buildings and space will promote UMR's primary purpose – the pursuit of knowledge.
- The primary activities of teaching, learning, student development, research and outreach will drive the design of campus buildings and spaces.
- Decisions regarding campus buildings and spaces will maximize inclusion and collaboration.
- UMR's campus should include spaces that are inspiring, innovative, collaborative, flexible, welcoming, sustainable and purposeful.

COMMUNITY ENGAGEMENT AND PARTNERSHIPS

- Develop policies to support staff and faculty community engagement efforts.
- Enhance community interaction with our students, staff and faculty.
- Develop new partnerships for student experience and coursework.
- Better understand student, staff and faculty community involvement.
- Provide administrative and faculty support.

DIVERSITY AND INCLUSIVITY

- Enhance our diversity and inclusion efforts through increased continuity and intentionality, beginning by assessing and analyzing new and current initiatives to:
 - Improve campus climate for diverse students, faculty, staff and visitors.
 - Engage the teaching community in reimagining curriculum, pedagogy and research to ensure inclusivity and accessibility.
 - Engage internal and external communities in reimagining programs that support the recruitment, retention and success of diverse faculty, staff and students.
 - Provide leadership for these efforts.

ENROLLMENT MANAGEMENT

- Accomplish the enrollment and retention goals as described in the Five-Year Enrollment Management Plan resulting in at least fifty additional students yearly for the next five years.
- Enhance evidence-based decision making by the Enrollment Management Team.
- Enhance and optimize specific student endeavors selected for their potential to increase retention.

FISCAL PLANNING

- Increase faculty and staff understanding of financial planning and budgeting topics throughout the budgeting cycle.
- Increase financial communication to address concerns that processes are not transparent.
- Present annual budget to campus.

HEALTHY CAMPUS COMMUNITY

- Together, we will ask: Does this decision
 - a) foster a healthy community
 - b) demonstrate long-term commitment to the health of the community
 - c) consider the needs of everyone's health
 - d) inspire individuals and the community to own their own health and wellness?
- Further understand "healthy" and "wellness" as it relates to individuals and the UMR community by exploring current campus culture.
- Adopt a meaningful well-being statement to serve as a guide and foundation for intentional decision making.
- Interweave, within a dynamic and intentional design, wellness principles and practices into all aspects of the campus community.
- Create space, protected time and resources to demonstrate value for wellness opportunities, experiences and practices.
- Communicate a commitment to wellness and well-being.

MARKETING AND BRANDING

- Marketing and communications efforts will derive from our aspiration to influence national educational practice and provide leadership in empirical research regarding teaching and learning.
- Marketing and communications efforts will focus on institution-wide educational outcomes, individual student success, the faculty's published research and UMR's innovative educational culture.
- In collaboration with university admissions, Marketing and Communications will assist in the strategic recruitment of health science students.
- UMR will adopt a consistent brand strategy.

OPERATIONS AND EMERGENCY PLANNING

- Strengthen partnerships with local/regional institutions to share challenges, best practices and resources to address perceived needs during emergency situations.
- Identify internal thresholds that will initiate action.
- Establish common practices in formulating and assessing workloads to better allocate resources.
- Review current operational practices with an emphasis on greater efficiency, redundancy and utilizing system resources.
- Ensure access to the whole campus for all.

VISION DRIVES OUR STRATEGIC GROWTH