STRATEGIC FOCUS AREAS

Academic Excellence
Student Success
Domestic and Global Outreach and Engagement
Investment and Innovation

STRATEGIC OUTCOMES

Enhancing prestige and distinction in ways that ensure we are known for our teaching, experiential learning, scholarship, mentoring and service.

Establishing new and responsive approaches for programs, services, technology and our ways of teaching and doing university business.

Expanding partnerships with alumni, friends, communities, businesses, government agencies, schools, colleges and universities, in and across academic disciplines and with people here and around the world.

Growing enrollment by strengthening our on-campus student body while increasing efforts regarding new student populations such as online, off-campus, underrepresented, international and nontraditional.

MISSION

Northern Michigan University challenges its students and employees to think independently and critically, develop lifelong learning habits, acquire career skills, embrace diversity and become productive citizens in the regional and global community.

VISION

Northern Michigan University will become the university of choice in the Midwest for students seeking a quality academic program with individualized attention in a high-tech learning environment.

INVESTMENT PRIORITIES

Northern Michigan University will invest in the great ideas of its stakeholders to bring about transformational change. Ideas will be evaluated by their potential for return on investment, as well as positive impact on core values, strategic focus areas and outcomes, and the university’s mission and vision. All initiatives of the Strategic Plan will include success indicators by which to evaluate progress. A university-wide Strategic Plan Planning and Budgeting Committee will vet and prioritize proposals for investment.
**STRATEGIC IMPLEMENTATION**

**Community**

**Strategy 1:** Develop programs, services, and initiatives that emphasize Northern’s strong “sense of place and community.”

**Strategy 2:** Be a leading provider of high-quality, highly desirable, affordable, convenient online, off-campus, and extended learning opportunities.

**Strategy 3:** Actively engage alumni, community and donors in the life of the university, and promote the mutual benefits of this engagement. In particular, increase engagement in recruitment, academic service learning, leadership development, student internships, networking, mentoring and job placement.

**Opportunity**

**Strategy 1:** Develop and implement comprehensive initiatives that address access, retention, timely graduation and opportunity through an affordable education.

**Strategy 2:** Execute a comprehensive, targeted and segmented marketing and communications strategy, one that demonstrates NMU’s high-quality education in a distinctive natural and learning environment.

**Strategy 3:** Recognize excellence in teaching, learning and service; improve talent development and increase professional qualifications.

**Rigor**

**Strategy 1:** Support teaching and scholarship that encourage faculty members to partner with students, encouraging critical and creative inquiry.

**Strategy 2:** Propel development of diverse skills, inquiry and knowledge through the newly revised General Education/Liberal Studies program.

**Strategy 3:** Expand and customize curricular and co-curricular activities that engage students in experiential learning, leadership, internships, service learning, undergraduate research, diversity awareness and international experience.

**Environment**

**Strategy 1:** Emphasize the unique assets of the Upper Peninsula and its natural environment.

**Strategy 2:** Develop programs and initiatives that expand Northern’s performance as a leader in sustainability.

**Strategy 3:** Create living, learning and teaching opportunities that expand environmentally focused academic programs and enhance individual environmental literacy.

**Inclusion**

**Strategy 1:** Provide opportunities to develop contact with and knowledge of all types of diversity and diverse points of view on campus, within the United States and globally.

**Strategy 2:** Attract and retain diverse, exemplary faculty and staff by valuing each person’s unique identity, strengths and contributions.

**Strategy 3:** Identify and address the infrastructure necessary to support diverse campus populations.

**Connection**

**Strategy 1:** Be on the cutting edge of technology in higher education through high-level infrastructure and resource access for students, faculty and staff.

**Strategy 2:** Expand economic development and collaborative learning opportunities through new relationships with other universities, colleges and other entities.

**Strategy 3:** Strengthen Northern’s regional and global positioning through strategic partnerships at the corporate, state, national and international levels.

**Innovation**

**Strategy 1:** Enhance the culture of academic innovation and student success through calculated risk-taking, interdisciplinary collaboration and trendsetting delivery.

**Strategy 2:** Develop innovative high-growth programs that align with academic, market and workforce trends, and community needs.

**Strategy 3:** Reshape the academic budget model to provide incentives and direct resources that support quality services and streamlined operations.