

Draft Strategic Directives

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2010-2015

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Please consider the following while editing:

- 1) A limited number of concise goals are probably preferable to a large number in defining the university's identity. The current plan has only 8. There are 10 included in this draft.
- 2) The goal statements should be easily comprehended.
- 3) The goals should reflect our mission and vision and the results of the environmental scans.
- 4) The goals should lend themselves to measurement for accountability.
- 5) The goals should align with the BOG goals for the system:
 - a. Access to and production of degrees
 - b. Meeting statewide professional and workforce needs
 - c. Building world-class academic programs and research capacity
 - d. Meeting community needs and unique institutional responsibilities

I've added a section on key performance indicators (KPIs) under each goal and made a few suggestions to get you started. We should be aiming for KPIs that are quantifiable (as much as possible) and for which we have ready sources of data.

Finally there is a final page if you'd like to suggest completely new goals for consideration or add some additional considerations for the group.

Academic Excellence

•FGCU will pursue academic excellence through a diverse array

of degree options,

the quality of its programs and services; the

teaching, scholarship, and service of its

faculty; the achievements of its students; the

internationalization of its campus; the

contributions of the community, and the

support of its staff. Students will have unique opportunities for

research, student engagement, and leadership.

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Suggested Key Performance Indicators:

of accredited programs

Faculty promotion stats

Graduation rates

NSSE results

of students graduating with honors

Licensing passing rates of students

Post-graduation employment

of international students on campus

Gifts to the university

Staff giving

Student Life

• Students will discover a myriad of opportunities for personal growth and development that includes co-curricular activities, leadership, residential life, learning communities, health promotion, recreation, study abroad, and NCAA Division I athletics.

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Suggested Key Performance Indicators:

of student clubs organizations

#of students participating in clubs and organizations

of residential life programs

#of students participating in those programs

Student satisfaction survey results

Athletic program stats

First Choice

- FGCU will continue as the first choice for students in SW Florida and increasingly become a preferred choice for students from beyond the region seeking baccalaureate, master's, and advanced graduate professional education that meets their aspirations and fulfills the needs of the region and the State of Florida.

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Suggested Key Performance Indicators:

CIRP results on student institutional choice

of students enrolled in BOG-defined critical needs programs

of degrees awarded in BOG-defined critical needs programs

Managed Growth

- The university will pursue a strategy of managed growth that affords a wide range of Southwest Floridians access to its programs and services, balances student enrollment across its colleges and schools, and makes effective use of its facilities and human resources.

Suggested Key Performance Indicators

of minority students enrolled

Student/ faculty ratios

Faculty/staff ratios

Increases in # of faculty and staff

of students from SW Florida enrolled

FTE generation among the colleges and schools

Space utilization statistics

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Campus Climate

- FGCU will foster a welcoming and inclusive environment for the pursuit of higher education that embraces diversity, is respectful of the rights of others, expresses tolerance, promotes the development of its students, faculty, and staff, and serves as a model for the community it serves.

Suggested Key Performance Indicators:

[Campus climate survey results](#)

[Diversity stats for faculty and staff](#)

[Diversity programs for staff](#)

[Leadership development programs for students, faculty, and staff](#)

[# of participants in leadership development programs](#)

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Environmental Innovation

- The university will demonstrate responsible leadership and innovation in response to the challenge of environmental sustainability in the 21st century.

Suggested Key Performance Indicators:

LEED certification

Solar field project results

Recycling stats

Carbon footprint stats

Awareness programs offered and number of participants

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Information Technology Resources

- FGCU will leverage its Information Technology Resources to support student learning, faculty and staff productivity, and university growth through access to state-of-the-art tools, programs, and services.

Suggested Key Performance Indicators:

Network utilization stats

Enhancements to IT programs and services

Faculty, student, staff satisfaction survey results

Bandwidth stats

Licenses held

IT acquisitions

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Community Engagement

•The university will increasingly become a force for positive change in Southwest Florida through the leadership and actions of its faculty, staff, and students, in: acts of public service; workforce development; scholarship; and philanthropy that are intended to ~~contribute to~~promote economic prosperity and the welfare of its people.

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Suggested Key Performance Indicators:

Service learning hours

Faculty/Staff giving

SBDC stats

Community health projects

CE training stats

Public performances/exhibitions

Application of Knowledge

•As a public comprehensive regional university, FGCU will emphasize the application of knowledge in its degree programs, through its research and sponsored programs, and through its efforts designed to diversify and develop the region's economy.

Suggested Key Performance Indicators:

- # of new awards
- \$ amount of new awards
- # of degrees produced in critical needs areas
- New degree programs in critical needs areas
- RERI activities

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Additional (or alternative) goals or comments for consideration:

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