

Future focused. Innovation driven.

STRATEGIC PLAN 2023–2028

Mission Priority 1: Student Success

We offer transformative experiences for all students during their time at ECU and beyond.

- Objective M1.1: Strengthen graduation and retention strategies while closing equity gaps to advance opportunity for all.
- Objective M1.2: Expand access to and participation in transformative experiences and experiential learning.
- Objective M1.3: Align university programs to meet the demands of a dynamic, innovative economy and an evolving workforce.

Mission Priority 2: Public Service

We focus our efforts with the community in mind and to achieve goals that enable us to be more engaged citizens.

- Objective M2.1: Increase public engagement with and access to educational and cultural offerings.
- Objective M2.2: Grow external sponsorship to support community engagement activities.

Mission Priority 3: Regional Transformation

We evaluate our success by the development of our region, informed by local and global perspectives.

- Objective M3.1: Strengthen the regional workforce.
- Objective M3.2: Expand and enrich external partnerships.
- Objective M3.3: Advance regional economic prosperity and sustainability.

Vision Priority 1: Social and Economic Mobility

We will be an engine of access and advancement for all learners through innovative teaching, research and creative activities.

Objective V1.1: Increase enrollment and completion rates of underserved populations through a lens of affordability and accessibility.

Objective V1.2: Bolster online course and program offerings.

Objective V1.3: Expand curricular and noncurricular workforce development programs aimed at workforce upskilling and reskilling.

Vision Priority 2: Workforce Success

We cultivate a culture of care, belonging and opportunity for our faculty, staff and learners and all stakeholders.

Objective V2.1: Increase support and utilization of faculty and staff well-being resources.

Objective V2.2: Commit to sustaining an inclusive environment that welcomes a broad representation of persons and perspectives.

Objective V2.3: Prepare university employees with the knowledge and competencies required for successful career journeys.

Vision Priority 3: Rural Health and Well-Being

We will improve health access, sustainability and outcomes for rural communities.

Objective V3.1: Strengthen educational opportunities and academic programs to meet the needs of a rural population.

Objective V3.2: Expand access to health care and wellness options.

Objective V3.3: Collaborate with the community and university partners to foster comprehensive well-being.