

STRATEGIC PLAN FOR THE UNIVERSITY OF IOWA, 2010-2016

EXECUTIVE SUMMARY, 2014

In fall 2010, the Board of Regents, State of Iowa, approved the University's strategic plan for 2010 to 2016: *Renewing the Iowa Promise*. While reaffirming the university's commitment to excellence and to maintaining the high quality of our core missions and programs, the plan emphasizes "focused excellence" in strategically targeted priority areas (**student success, knowledge and practice, new frontiers in the arts, and better futures for Iowans**). Founded on a careful assessment of the context in which we expect to function over the next several years, the plan sets high expectations and guides the university to take advantage of emerging opportunities, meet developing challenges, and move toward the bright future we envision.

A VISION FOR THE FUTURE

The animating strategic vision for 2010-2016 is of a distinguished research university of global reach and impact that has, at its core, vibrant programs for student success.

Renewing the Iowa Promise has continued to provide focus for decision makers across campus in this fourth year of its implementation. For FY 2014, strategic investments in student success included continued support for student financial aid; investments in faculty and student support services to ensure continued positive trends in four-year graduation and placement rates; and additional investment in the development of MAUI, the new

2013-14 HIGHLIGHTS

- Ranked 27th among nation's best public universities
- Fall 2014 incoming class largest and most diverse ever
- 4-year graduation rate up to 51.1%
- Second lowest resident undergraduate tuition in the Big Ten
- More than 75% of graduate programs ranked in the top 30 among like public programs
- 44 faculty cluster hires made

university system that is allowing more efficient and effective management of student information. In the area of knowledge and practice, we continue to invest in the Cluster Hire Initiative, which is bringing new faculty to campus to join with existing faculty in addressing scientific and societal "grand challenges" (and building the university's national reputation in those areas). Forty-four hires have been made as of June 30, 2014, in five of the seven established clusters. The rebuilding of the university's arts campus is now well under way, moving us closer to the "new frontiers in the arts" we have envisioned. And faculty, staff, and students across campus continue to add to the countless ways we are engaging with—and creating better futures for—Iowans and others we serve.

In FY 2015 the university is investing in the creation of an enrollment management team to work toward substantial enrollment growth over the next five years. We will continue our FY 2014 investments in student success, and begin to hire faculty for the newest clusters, public digital arts and informatics. We are reaching out across the state in new ways, such as through engagement with Iowa regional Resource Conservation and Development councils, a new series of "Hawkeye Lunch & Learn" events at locations around the state, and expansion of the statewide Entrepreneurship and Economic Development Initiative. We will complete construction of the first new residence hall since 1968, open our largest research building (the Pappajohn Biomedical Discovery Building), and reach many more milestones in the rebuilding of the arts campus.

The University of Iowa continues to follow the strategic path laid out in *Renewing The Iowa Promise* in pursuit of some of its most important goals: to better prepare students for the world they will inhabit while offering Iowans (and beyond) vital resources for a better future.