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## Mission, Vision, Values, Goals and Objectives

Strategic Planning Steering Committee, University of Nebraska at Omaha

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**March 25, 2003**

## **MISSION, VISION, VALUES, GOALS AND OBJECTIVES**

### **Mission**

The University of Nebraska at Omaha is Nebraska's metropolitan university - a university with the academic and scholarly values common to all universities as well as an interactive relationship with the urban and regional environments.

#### **UNOmaha:**

Raises the educational achievement and intellectual aspirations of our students and our communities;  
Offers a comprehensive range of educational programs and services of the highest quality;  
Creates and applies knowledge through research;  
Provides outreach and partnerships that address the concerns and interests of the broader external communities;  
Builds understanding and respect in academic and human relationships through cultural diversity;  
Exercises statewide responsibility for selected graduate and undergraduate programs.

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### **Vision**

It is the vision of UNOmaha to be a metropolitan university of high distinction considered among the nation's premier state-supported institutions located in an urban setting.

#### **UNOmaha seeks to:**

Place students at the center of the educational enterprise;  
Be a recognized center for research, scholarship, creative expression, and artistic performance designed to meet the needs of the broader community;  
Provide dynamic leadership to our constituents;  
Expand the educational achievements, intellectual aspirations, and the horizons of the learners that we serve within the city, the state, the nation, and the global community;  
Be a place of pride, attachment, and participation for students, faculty, staff, and the community;  
Create programs where learning can occur regardless of distance or time;  
Reflect the dynamic and culturally rich nature of the metropolitan area;  
Be of the metropolitan community, not simply in that community.

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### **Values**

The University of Nebraska at Omaha community is a diverse group of individuals working together to accomplish a common mission and vision.

The following core values shape the ways in which our mission is accomplished and are the means by which our vision will be achieved.

#### **UNOmaha:**

Believes that knowledge enriches the lives of all people and commits to helping students prepare for the challenges of living and learning in a knowledge-based, ever-changing world;  
Values the partnership of education, which involves the commitment of students to learning, the commitment of faculty to the highest ideals of teaching, research, service, and the commitment of staff to the highest standards of education and service;  
Values the welfare, talents, and future of our employees and commits to expanding their professional development;

Values the educational, cultural, and economic strengths of our communities and commits to enhancing these through teaching, research, service and outreach;

Values educated and healthy citizens, and commits to offering programs that improve the quality of life; Encourages, embraces, and celebrates the principles of inclusion, representation, openness, and diversity.

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## Goals

UNOmaha is committed to strategic utilization of resources in areas of programmatic strength, and in areas where community partnership impacts important issues in contemporary urban life.

UNOmaha accepts accountability and responsiveness to taxpayers and the constituencies it serves. The University is committed to fiscal discipline as well as judicious and creative management in order to accomplish its vision of success.

Our progress toward achieving our vision will be measured/assessed as UNOmaha implements a comprehensive measurement system that allows the campus to establish and track improvements in relation to benchmarks associated with our goals and objectives. Focusing on students, academic excellence and community partnerships will mean little if we cannot determine where we are and what we have accomplished in achieving these goals.

All of these steps are essential as UNOmaha builds a reputation as one of the nation's leading state supported universities in an urban setting.

Accordingly, the UNOmaha campus focuses on three overarching goals considered necessary to achieve its vision. UNOmaha will **place students at the center of its vision**, will **focus on academic excellence** to heighten the intellectual environment for scholarship and learning, **and will build bridges to its many communities**.

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### Goal 1:

#### **UNOmaha places students at the center of the educational enterprise.**

Students are the focus of our work as an institution of higher learning. As we strive to achieve our vision, students are always the key constituency of our institution. UNOmaha is cognizant of and committed to serving the very diverse student body representative of a metropolitan campus. For this reason, UNOmaha embodies the ideals of the urban intercultural and international community it serves and values.

**Sub-Goal A: UNOmaha develops and maintains academic and support programs and services designed for the varying academic, career, and personal goals of traditional and non-traditional students.**

Objective 1: Offer a curriculum that provides a strong academic foundation for all students.

Objective 2: Provide an intellectual, cultural, physical and social learning environment that fosters pride, attachment, and participation of students, alumni, faculty, and staff thereby building loyalty and commitment to the university community.

Objective 4: Expand course and program offerings to be time and/or place independent.

Objective 5: Review and refine programs and services to support student development, goal attainment and enhance graduation rates.

Objective 6: Expand articulation agreements to enable ease of transfer into UNOmaha from community colleges, four-year colleges and universities as well as international institutions.

**Sub-Goal B: UNOmaha graduates are prepared for leadership, participation, and employment in diverse environments throughout the nation and the world.**

Objective 1: Offer a curriculum that provides a strong academic foundation for all students.

Objective 2: Provide an intellectual, cultural, physical and social learning environment that fosters pride, attachment, and participation of students, alumni, faculty, and staff thereby building loyalty and commitment to the university community.

Objective 3: Serve as a center for life-long learning.

Objective 4: Develop distinctive intellectual, cultural, physical and social learning environments designed to strengthen academic programs for all students.

Objective 5: Ensure that students understand the metropolitan environment.

Objective 6: Increase employer satisfaction with UNOmaha graduates.

**Sub-Goal C: UNOmaha will expand the educational opportunities for students from under-represented populations.**

Objective 1: Increase the recruitment and retention of students from under-represented populations.

Objective 2: Increase the recruitment and retention of faculty from under-represented populations.

Objective 3: Increase the recruitment and retention of staff from under-represented populations.

**Sub-Goal D: UNOmaha will be the higher education institution of first choice for qualified students desiring a metropolitan university experience.**

Objective 1: Increase the number of high school students in the top 10 percent of their graduating class who apply and enter UNOmaha.

Objective 2: Increase the percent of high school students who consider UNOmaha their top Omaha university choice.

Objective 3: Increase the percent of post baccalaureate students who consider UNOmaha their top choice for graduate education.

Objective 4: Increase the percent of non-traditional students who consider UNOmaha their top university choice.

Objective 5: Increase the percent of UNOmaha enrollments in comparison with all higher education enrollments in the metropolitan area.

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**Goal 2:**

**UNOmaha strives to achieve academic excellence consistent with its vision.**

UNOmaha strives for academic excellence by focusing on the elements necessary to support teaching, learning and scholarship consistent with its metropolitan mission. Excellence is demonstrated in programs and areas of distinction, high quality undergraduate programs and strong graduate research/professional programs.

**Sub-Goal A: UNOmaha's teaching is designed to meet the multiple needs and highest aspirations of students drawn to a metropolitan campus.**

Objective 1: Ensure that excellent teaching, supported by research and creative activity, will be rewarded and valued.

Objective 2: Enhance the quality and appropriateness of instruction.

Objective 3: Provide a rich and varied learning environment.

Objective 4: Integrate research and creative activity into the learning experience of all students.

**Sub-Goal B: UNOmaha will nurture and develop programs of excellence.**

Objective 1: Identify, maintain and expand existing programs of academic excellence in research, and creative activity.

Objective 2: Identify and develop programs of academic excellence in scholarship, research and creative activity.

Objective 3: Increase the number of academic programs recognized for prominence in teaching and service.

Objective 4: Establish new masters and doctoral level degree programs and certificate programs consistent with metropolitan mission.

**Sub-Goal C: UNOmaha will expand its stature as an institution of scholarly excellence.**

Objective 1: Increase scholarly activity of faculty and students with particular emphasis on areas consistent with the mission of a metropolitan university.

Objective 2: Increase external grants and contracts.

Objective 3: Develop distinctive intellectual, cultural, physical and social learning environments designed to strengthen academic programs for all students.

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**Goal 3:**

**UNOmaha will actively engage with the community.**

UNOmaha is located within a large metropolitan area and therefore its focus will ensure that attention and resources are devoted to issues confronting all urban and regional environments. Faculty and staff investigate, build bridges, and form partnerships to address these issues.

Objective 1: UNOmaha will meet the educational, training and service needs of its varied constituencies.

Objective 2: UNOmaha will continue to develop and expand partnerships that meet the educational, training and service needs of the community.

The success of our strategic plan rests on the allocation of resources and efforts to achieve these objectives. Administration, faculty and staff must create measurable, identifiable and concrete strategies to implement the plan. Annual evaluations must be undertaken to assess how each component of the UNOmaha community is engaged in such efforts.

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