

Central Michigan University University Goals for 2012-2013

The 2012-2013 Central Michigan University goals are the primary university goals to be accomplished during the fiscal year. These goals reflect the goals of the CMU Board of Trustees as well as major goals within the five divisions of the university.

1. Complete the development and implementation of the following major university planning initiatives:
 - Strategic Plan
 - Enrollment Management Plan
 - Facilities Master Plan
 - Information Technology Plan
2. In conjunction with the major university planning initiatives, as well as divisional and unit plans, develop appropriate success metrics.
3. Improve university-wide communications, transparency and inclusiveness within an enhanced shared governance environment.
4. Recruit, develop, and retain highly qualified and diverse faculty and staff.

Each of the five divisions of the university and the various colleges, departments and administrative units has goals for 2012-2013. It is expected that these various plans will support the university-wide goals, in addition to completing specific goals and action steps that will further enhance the goals of their divisions.

The major divisional goals for 2012-2013 are as follows:

Academic Division

1. Improve communication and transparency within the division
2. Implement actions to increase student success, working with faculty and the Enrollment and Student Services division, and work with faculty to implement actions to improve student learning.
3. Increase quality of faculty scholarship (e.g., publishing in higher quality journals and presses, presenting at important conferences, performing and displaying creative work – plays, musical performances, art works, etc. at recognized and valued venues.)
4. Enhance internationalization, including: increase number of international students; increase number of students studying abroad; and increase internationalization of the curriculum.

5. Continue the development and implementation of actions for the successful operation of the College of Medicine.
6. Complete and implement planning for obtaining and allocating needed academic space.

Enrollment and Student Services Division

1. Develop and implement a comprehensive student marketing and recruiting campaign.
2. Develop a comprehensive recruitment strategy for increasing and diversifying the university's student applicant pool.
3. Enhance student engagement.
4. Develop and implement strategies to identify and mitigate student attrition.
5. Review and analyze the academic advising process and develop strategies to support student success.
6. Complete a comprehensive review and implement recommendations for student scholarships and financial aid.

Finance and Administrative Services Division

1. In conjunction with the Strategic Plan, Enrollment Management Plan, Facilities Master Plan, and Information Technology Plan, complete a comprehensive long range university financial plan.
2. Complete a comprehensive analysis and recommendations for a long range capital financing plan.
3. Complete a comprehensive review of the university's Responsibility Centered Management (RCM) budget system.

Development and External Relations Division

1. Develop and implement a comprehensive Corporation and Foundation Relations unit.
2. Revise and implement an enhanced alumni relations plan to increase participation of CMU alumni.
3. Increase and successfully fulfill fundraising goals for all active campaigns and annual giving.

President's Division

1. Improve communication and transparency through enhanced internal and external multiple communication channels, while building collaboration across the campus and community.
2. Complete review of Title IX and implement the appropriate recommendations to enhance the opportunity and participation of women student-athletes at CMU.
3. Enhance and improve CMU outreach in southeast Michigan.