**WE WESTERN MICHIGAN UNIVERSITY STRATEGIC PLAN**

**Mission**

Western Michigan University is a learner-centered, research university, building intellectual inquiry and discovery into undergraduate, graduate, and professional programs in a way that fosters knowledge and innovation, and transforms wisdom into action. As a public university, WMU provides leadership in teaching, research, learning, and service, and is committed to enhancing the future of our global citizenry.

**Vision**

**Learner Centered**
- All members responsible for and committed to student learning
- Challenging and Engaging community members
- A university experience that creates life-long learning and skills

**Discovery Driven**
- Experiences that enable discovery and promote creativity and research
- Committed to pursuing inquiry, disseminating knowledge, and fostering critical thinking for life-long learning
- Creating new knowledge, innovative solutions, economic development, and contributions to society.

**Globally Engaged**
- A community of learners committed to human dignity, sustainability, social responsibility, and justice
- A campus that embraces a diverse population of students, faculty and staff who develop learners and leaders
- A focus on being globally competent, culturally aware and ready to contribute to world knowledge and discovery

**Goals**

1. Ensure a learning experience for the success of students
2. Promote innovative learning, discovery, and service
3. Advance WMU as a major research university
4. Ensure a diverse, inclusive, and healthy community
5. Advance social, economic, and environmental sustainability

**Strategies**

1.1 Ensure distinctive local and global experience for all learners
1.2 Provide tools to foster the success of our students
2.1 Invigorate curricula and teaching methods to improve learning outcomes
2.2 Support and promote innovative discovery and development across campus
2.3 Support and promote engagement and service to the University, community, and professional disciplines
3.1 Refine WMU’s portfolio of mission-appropriate programs.
3.2 Increase WMU research and creative activity that impacts the State, nation, and world through partnerships with communities, industries, governments, institutions, and foundations.
4.1 Enhance diversity and promote a campus climate of inclusion.
4.2 Enhance the health and wellness of the community.
4.3 Foster the University’s reputation.
5.1. Advance economic sustainability.
5.2. Advance environmental sustainability.
5.3. Advance social sustainability.

**IE Measures**

- Total enrollment
- Annual change in total enrollment
- Percent of undergraduate students receiving Pell grants
- Average high school GPA of incoming freshmen
- Second year retention rate
- Number of seniors surveyed that participated in Study Abroad
- Six-year graduation rate
- Bachelor degrees awarded per 100 FYES undergraduate students
- Graduate degrees awarded per 100 FYES graduate students
- Number of seniors surveyed that participated in Community Service or Volunteer Work
- Research expenditures per traditionally ranked faculty
- Race/ethnicity diversity as a percent of total students
- Race/ethnicity diversity as a percent of total staff
- Race/ethnicity diversity as a percent of total instructional staff
- International students as a percent of total
- Institutional support per FYES
- Endowment per FYES student
- Alumni giving rate (undergraduate)