ACADEMIC EXCELLENCE

- **Invest in Strategic Areas.** Build on existing strengths and selectively invest in emerging academic programs with a high probability of providing sustainable strategic advantage to the UO.

- **Encourage Collaborative Innovation.** Promote high quality interdisciplinary programming and encourage cross-unit efforts to support students, teaching, and research.

- **Support Research and Creative Activity.** Encourage academic success by promoting programs that support the highest quality research, scholarship, and creative activity.

- **Build Faculty Excellence.** While faculty lines are not part of the Strategic Initiative process (they are handled through the Institutional Hiring Plan), it remains a priority to support the recruitment and retention of exceptionally promising tenure-related faculty and promote the recognition of faculty accomplishments to build national and international distinction.

ACCESS AND STUDENT SUCCESS

- **Ensure Public Access.** Increase educational attainment in Oregon and provide opportunity for all qualified Oregonians regardless of income.

- **Promote Diversity and Inclusion.** Develop and enhance programs to increase diversity among students, faculty, and staff, with emphasis on recruitment, retention, and evaluation.

- **Foster Undergraduate Student Success.** Increase qualifications of incoming students and promote quality undergraduate instruction, retention, and improved graduation rates.

- **Support Graduate Education.** Increase quality and diversity of incoming graduate cohorts, improve graduate program performance, and enhance success of graduate degree recipients.

FINANCIAL STABILITY, EFFICIENCY AND COMPLIANCE

- **Promote Safety and Compliance and Minimize Risk.** Protect campus safety, ensure compliance with federal, state and university laws, regulations, and policies and mitigate other serious risks to our ability to pursue the institution’s mission.

- **Seek Efficiencies.** Facilitate and incentivize efficient and effective delivery of support services and implementation of sound business practices.

- **Ensure Financial Stability.** Encourage long-term financial viability and the sustainability of the University of Oregon.