EWU is a regional, comprehensive public university located in Cheney and Spokane, Wash., with programs offered throughout the state and online.
OUR VALUES

EWU is dedicated to the following key values:

STUDENT-CENTERED LEARNING ENVIRONMENT
Students are the reason we exist.

QUALITY
We strive for excellence in everything we do.

ACCESS
We expand access to opportunity and success for students.

INCLUSIVENESS
Our diversity makes EWU a stronger community.

INTEGRITY
We foster a culture of respect, commitment and honesty.

OUR MISSION

EWU expands opportunities for personal transformation through excellence in learning.

EWU ACHIEVES THIS MISSION BY:

• fostering excellence in learning through quality academic programs, undergraduate and graduate student research and individual student-faculty interaction. Students extend their learning beyond the classroom through co-curricular programs, life skills development, internship programs, volunteering and service learning.
• creating environments for personal transformation that enrich the lives of individuals, families, communities and society at large.
• expanding opportunity for all students by providing critical access to first generation students, underserved populations, place-bound students, and other students who may not have the opportunity for higher education.
• developing faculty and staff by growing and strengthening an intellectual community and supporting professional development.

OUR VISION

EWU envisions a future of professionally, socially and culturally engaged leaders, citizens and communities.

EWU is a driving force for the culture, economy, workforce and vitality of Washington state. Our graduates think critically and make meaningful contributions to both their career fields and their communities.
FOCUS AREAS FOR FIVE-YEAR STRATEGIC PLAN (2012–2017)

Through interviews, focus groups, web surveys, strategic planning strategy sessions and feedback sessions, we received more than 1,500 inputs from students, faculty, staff, alumni, elected officials and community leaders (note that some individuals provided multiple inputs throughout the engagement phase). Throughout this process, four themes emerged as the most important and highest impact areas for EWU’s focus over the next five years. They are:

- student success
- institution of innovation
- community engagement
- visibility

GOALS AND STRATEGIES FOR FIVE-YEAR STRATEGIC PLAN

Each focus area has a goal and a series of strategies that will be implemented over the five-year period. The “indicators of success” show how each goal will be measured. Each year, a campuswide annual action plan will be developed to guide individual actions that support these strategies, along with specific owners and metrics. All departments and programs will be involved in this process and annual actions will be published each fall. Hundreds of great ideas have already been submitted. By working together we will be inspiring the future for Eastern Washington University.
1 STUDENT SUCCESS

Goal: To create an environment where students succeed at their highest level.

Students are at the center of all that Eastern does. EWU defines student success as students’ ability to fulfill their goals in education, career and life.

Key Strategies:
- Improve retention and graduation rates.
- Create greater access to, and increased utilization of, student support services.
- Support EWU faculty and staff in their ability to foster student success.
- Expand campuswide commitment to student success.
- Create a system that improves performance of students in developmental courses to accelerate their progress toward degree.

Indicators of Success:
- Increase first to second year retention rates from 75 percent in 2011 to 82 percent by 2017.
- Increase six year graduation rates from 46 percent for the 2011 graduating class to 54 percent for the 2017 graduating class.
- Maintain average of less than 25:1 student-faculty ratio
- Improved utilization of student support services

2 INSTITUTION OF INNOVATION

Goal: Build an environment that utilizes research to identify, anticipate and respond to community and societal needs.

EWU can meet evolving community and societal needs through innovative programs and new types of collaborations that make effective use of resources and extend the university’s reach and impact.

Key Strategies:
- Create the EWU Virtual Campus, which will provide a premier learning environment for place-bound students and professionals seeking to improve their skills and their own potential for promotion within their work place.
- Utilize partnerships and collaborations to develop new programs.
- Enhance and support faculty research programs by growing the participation of undergraduate and graduate students, departments and community partners.

Indicators of Success:
- Number of new programs and degrees for online/hybrid delivery that meet regional and statewide needs
- Number of certificate and program training options offered through the Virtual college
- Creation of the Center for Alternative Energy
- Numbers of students involved in the undergraduate research symposium
- Number of students moving on to graduate and professional programs
- Number of research and creative conferences that come to Spokane or Cheney
3 COMMUNITY ENGAGEMENT

Goal: Increase community engagement through active participation of students, staff and faculty with community groups, business, organizations and government.

Community engagement builds recognition, fosters support and expands opportunities for students, faculty, staff and graduates as well as the communities we serve. A closer relationship with business, industry and communities improves EWU’s ability to anticipate and respond to workforce and community needs.

Key Strategies:
- Strengthen student, staff and faculty participation in community-based activities.
- Increase the presence and involvement of EWU leadership in the community.
- Strengthen existing relationships and create new relationships with external groups.

Indicators of Success:
- Number of strategic partnerships with community, government, K-12 education and private sector partners
- Number of external advisory boards on region and statewide needs
- Regular convening of business, government, healthcare and community roundtables
- Increased connection (internships, mentorships, partnerships) between community members and students, faculty and staff
- Number of registered student internships and service learning hours
- Number of public/community activities attended by senior administrators

4 VISIBILITY

Goal: Continue to strengthen EWU’s reputation by raising the visibility of EWU’s high-quality academic programs, community engagement and innovation.

EWU’s reputation drives community and business engagement and support, our alumni relations, and most importantly, our enrollment for undergraduate and graduate programs. Expanded visibility and recognition of EWU’s strengths and successes will drive internal and external perceptions of the university as an institution of choice.

Key Strategies:
- Increase media exposure.
- Leverage and market EWU’s success.
- Develop an internal and alumni pride campaign.

Indicators of Success:
- Increased favorability ratings of EWU by business leaders and community members
- Rankings of EWU in annual publications, such as the Princeton Review
- Local and regional media coverage
- Increased accolades, awards and recognition for EWU’s academic and co-curricular programs, community engagement and/or innovative programs or initiatives
- Increased recognition of EWU’s outstanding students, faculty and staff
inspiring the future

STRATEGIC PLAN | 2012 – 2017
EASTERN WASHINGTON UNIVERSITY