

University of Michigan-Flint  
Strategic Plan  
2018-2023

**Why is a Strategic Plan necessary?**

All organizations need a strategic plan to enable them to deal with external forces, competition, ever changing demographics, and other emerging opportunities and threats. Furthermore, a strategic plan can provide a laser like focus on achieving the organizations Vision and Mission and clarity of purpose.

It is with the work of our dedicated staff, faculty, students, alumni, and community that we collectively and collaboratively go about creating the University of Michigan-Flint Strategic Plan.

**Vision and Mission**

Throughout the entire planning process, all stakeholders were encouraged to allow their discussions and thinking to be guided by our vision and mission. It is important to note, that our values are clearly delineated through these statements.

Vision Statement:

Engaging Minds, Preparing Leaders through Academic Excellence, Student Centeredness, and Engaged Citizenship

Mission Statement:

The University of Michigan-Flint is a comprehensive urban university of diverse learners and scholars committed to advancing our local and global communities. In the University of Michigan tradition, we value excellence in teaching, learning, and scholarship, student centeredness, and engaged citizenship. Through personal attention and dedicated faculty and staff, our students become leaders and best in their fields, professions, and communities.

**Planning Process**

The 2018-2023 Strategic Plan is being developed in three phases. Phase One took place in 2016-2017 and led to the unanimous adoption of five High-Level Strategic Priorities in May, 2017:

High Level Priorities

- A Distinctive Identity That Builds Campus Pride
- Excellent Education and Scholarship Across the Institution
- A Student-Centered Culture Focused on Retention and Success

- Recruitment through High Quality Programs and Campus Life
- A Vital Partnership with an Engaged Community

Phase 2 took place in late 2017 through spring, 2018. In this phase, a small Core Team of faculty and staff followed the footprint developed in Phase 1 which was created to ensure openness, inclusion, and transparency throughout the process.

With input gathered from a SWOT Analysis, various surveys, unit input sessions, and open forum stakeholder input sessions, the Core Team reduced over 500 data points into 6 Key Initiatives which were designed to align our efforts in pursuing the High-Level Strategic Priorities. Each Key Initiative is intended to address multiple priorities, meaning that each priority will be addressed by multiple initiatives.

#### Key Initiatives

- Develop, maintain and revitalize high quality and viable academic programs.
- Support professional aspirations and development of students, faculty and staff.
- Strengthen and streamline communication and collaboration across campus and beyond.
- Recruit, retain, and support well-qualified diverse students, faculty and staff by creating an inclusive and safe campus culture.
- Cultivate and leverage purposeful engagement of alumni and external community.
- Develop innovative approaches to address the university's critical physical and technical infrastructure needs.

Each Key Initiative is comprised of several actionable Strategies with which the university will accomplish its Key Initiatives.

Phase 3 will consist of identifying specific and measureable tactics, which when implemented and monitored, will accomplish these strategies. This phase will take place during the summer of 2018 and will be led by the Chancellor and members of her Executive Cabinet.

This Strategic Plan emerges after a period of enrollment challenges, exacerbated by the effects of the Flint Water Crisis. The Plan charts a future of recovery and revitalization, but is cognizant of the resource challenges the University faces moving forward. To realize these initiatives, the University will need to think creatively about how it funds its priorities.