

University of Michigan-Flint High-Level Strategic Priorities

Note: Following are the five high-level strategic priorities developed by the Strategic Planning Steering Committee based on a broad range of ideas and input from the UM-Flint campus community. The priorities are NOT listed in order of importance; we consider all five to be equally important and interrelated. They build on the UM-Flint mission, which is shared in Appendix I. For a visual representation of these priorities, see Appendix II. The rationale that explains how these priorities were derived is in Appendix III. A list of committee members is included in Appendix IV.

A Distinctive Identity that Builds Campus Pride

The University of Michigan-Flint will develop and promote a distinctive identity that unites and inspires faculty, staff, students, and alumni—energizing a proud UM-Flint campus community that celebrates diversity and supports everyone in achieving their full potential.

Excellent Education and Scholarship Across the Institution

The University of Michigan-Flint will embody U-M academic excellence by increasing support for original research, scholarship, and creative endeavors that advance knowledge and improve the quality of life for all, while also providing the highest quality of teaching, enhancing research opportunities for students, and investing in faculty and staff development.

A Student-Centered Culture Focused on Retention and Success

The University of Michigan-Flint will foster a student-centered culture that is committed, first and foremost, to the success and achievement of students—understanding students' individual needs and goals, preparing them to succeed academically, and collaborating across departments to empower, support, and retain them throughout their college experience and through graduation.

Recruitment through High-Quality Programs and Campus Life

The University of Michigan-Flint will be the first-choice destination for students, staff, and faculty by offering a vibrant campus community and high-quality, flexibly-delivered programs that respond to student, employer, and community needs—preparing students to make an impact and achieve their educational, career, and life goals.

A Vital Partnership with an Engaged Community

The University of Michigan-Flint will embrace its location in Flint by engaging in an active, reciprocal relationship with the city, the region, and beyond, partnering to create opportunities for student learning and academic research that has value for communities locally and around the world.

A Distinctive Identity that Builds Campus Pride

The University of Michigan-Flint will develop and promote a distinctive identity that unites and inspires faculty, staff, students, and alumni—energizing a proud UM-Flint campus community that celebrates diversity and supports everyone in achieving their full potential.

- We will build a diverse and inclusive campus community of faculty, staff, students, and alumni that embraces difference and welcomes people from every background, identity, and experience; supports their academic, professional, and personal development; and removes barriers to their success, satisfaction, and commitment to UM-Flint.
- This distinctive identity will build upon the U-M brand and will clearly articulate the unique strengths and contributions of UM-Flint and the value of affordable, broad-based education grounded in the liberal arts and sciences and centered on the needs and success of students.
- We will collaborate to implement this identity consistently across campus and promote a distinctive identity more effectively across the region, the state, and beyond, embracing Flint and cultivating pride in our university and our community.
- We will unite the campus around UM-Flint’s mission, inspiring an innovative, forward-looking, collaborative, inclusive, and collegial culture that values shared governance, communicates transparently, and supports all in achieving their full potential.

Excellence in Education and Scholarship Across the Institution

The University of Michigan-Flint will embody U-M academic excellence by increasing support for original research, scholarship, and creative endeavors that advance knowledge and improve the quality of life for all, while also providing the highest quality of teaching, enhancing research opportunities for students, and investing in faculty and staff development.

- UM-Flint will provide support and professional development for the faculty to develop both new and existing curricula, continuously improve teaching, and employ innovative and effective methods of instruction to ensure students have an excellent classroom experience.
- We will re-examine general education requirements and processes to ensure they are meeting student needs, reinforcing the university's commitment to a broad-based, liberal arts and sciences curriculum.
- We will expand faculty-led local and global research, scholarship and creative expression, enhance graduate and undergraduate student research opportunities, develop new sources of grant support, increase the visibility of research discoveries, and help faculty manage the balance between research, teaching, and service.
- We will develop a supportive and diverse community of engaged scholars that celebrates faculty achievements and enhances faculty recruitment, retention, tenure, and/or promotion to the highest levels of achievement at every stage of their careers.
- We will acknowledge the important contributions of the staff to the university's excellence by celebrating staff achievements, creating more opportunities for staff professional development and career advancement, and acknowledging staff expertise and institutional knowledge.
- We will reinforce the Library as the intellectual heart of campus, providing essential resources for scholarship, learning, and community.
- We will pursue opportunities for new and strengthened relationships with the Ann Arbor and Dearborn campuses, including research collaborations, library resources, conferences, student and alumni career support, international exchange, transfer pipelines, and course delivery.

A Student-Centered Culture Focused on Retention and Success

The University of Michigan-Flint will foster a student-centered culture that is committed, first and foremost, to the success and achievement of students—understanding students' individual needs and goals, preparing them to succeed academically, and collaborating across departments to empower, support, and retain them throughout their college experience and through graduation.

- UM-Flint will review the admissions process and criteria, deploy need- and merit-based financial aid, and create appropriate support programs for specific populations to help students be prepared for success in the university's rigorous academic programs.
- We will recognize the unique needs of UM-Flint's increasingly diverse student population, strengthening advising and building connections between academic and administrative units to provide support at critical points along each student's journey.
- Using data and evidence about effective practices, we will work centrally and at the department level to develop and enact program-specific plans to increase student retention and degree completion.
- We will work with students to map a pathway to graduation within a defined period of time, empower students to take responsibility for their learning, and improve availability of the courses they need to fulfill graduation requirements.
- We will celebrate the diversity of our student community and support programming to address the needs of distinct student populations, including both undergraduate and graduate students, adult and returning students, veterans, international students, underrepresented minorities, first-generation, LGBTQIA, low-income students, and students of differing abilities.

Recruitment through High-Quality Programs and Campus Life

The University of Michigan-Flint will be a destination of choice for students, staff, and faculty by offering a vibrant campus community and high-quality, flexibly-delivered programs that respond to student, employer, and community needs—preparing students to make an impact and achieve their educational, career, and life goals.

- UM-Flint will recruit increasingly diverse student populations—including undergraduate and graduate students, transfers, adult learners, international students, veterans, underrepresented minorities, first-generation students, and students from beyond our immediate region—and will work with K-12 schools, community colleges, the Ann Arbor and Dearborn campuses, and other regional universities to create effective pipelines.
- We will continuously assess the needs of students, employers, and community, and use what we learn to flexibly deliver both new and existing programs that are affordable, high-quality, innovative, and meet students where they are.
- We will be a leader in online and mixed-mode education, delivering customized learning using innovative technology and pedagogy, and assessing what works in order to ensure student connectedness, engagement, learning, and success.
- We will expand partnerships with business and community organizations and leverage the more than 40,000 UM-Flint alumni to offer relevant, engaged learning experiences and new career preparation programs, ensuring students acquire the skills they need for success after college.
- We will attract students, staff, and faculty by enhancing the quality of campus life through social activities, leadership opportunities, residential housing, attractive physical spaces, arts and culture, healthy food and athletic options, and opportunities to enjoy Flint’s vibrant downtown and community life.

A Vital Partner to an Engaged Community

The University of Michigan-Flint will embrace its location in Flint by engaging in an active, reciprocal relationship with the city, the region, and beyond, partnering to create opportunities for student learning and academic research that has value for communities locally and around the world.

- UM-Flint will expand engagement with Flint and surrounding communities that is anchored to student development and learning, matching university strengths and expertise with areas of community interest and developing new and enhanced partnerships with businesses, government, community organizations, and others who contribute to the growth and vitality of the Flint region.
- We will expand opportunities for students to engage directly in community organizations and projects, learning critical skills for life success and developing a network of expert resources that will be of value to all involved.
- We will continue to build partnerships with other universities, health care organizations, K-12 schools, and cultural programs to expand student opportunities and support the growth of a critical mass of talent, jobs, and programming that attracts businesses, residents, and visitors to Flint and Genesee County.
- We will support faculty and student applied research and discoveries that add to knowledge and improve health and wellbeing, education, economic growth, access to resources, and quality of life broadly for communities in Flint and around the world.
- We will continue to invest in UM-Flint facilities and the beauty and security of campus, contributing to a thriving downtown and reclaiming the river as a centerpiece of the campus and community.