



STRATEGIC PLAN

2009-2014

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Mission Statement

Kutztown University's mission is to provide a high quality education at the undergraduate and graduate levels in order to prepare students to meet lifelong intellectual, ethical, social, and career challenges.

Vision Statement

Kutztown University aspires to be a regional center of excellence providing opportunities for advanced academic, cultural, and public service experiences, within a caring community, designed to promote success in a global society.



STRATEGIC GOALS

ACADEMIC EXCELLENCE

GOAL 1

Kutztown University will promote, enhance and recognize excellence in teaching, learning, creativity, scholarship, and research.

- 1.1 Increase support for scholarship and research opportunities for students, faculty, and staff.
- 1.2 Promote and sustain creativity in the arts, humanities, sciences, education, and business.
- 1.3 Promote and sustain a culture of inquiry and of lifelong learning among faculty, staff, and students.
- 1.4 Develop and offer diversity programs and experiences to advance multicultural competencies.
- 1.5 Develop and offer international programs and experiences to advance global competencies.
- 1.6 Increase the number and improve the quality of experiential learning opportunities, such as internships, international learning experiences, and service-learning.
- 1.7 Provide learning resources including library, technical and support services to meet the evolving academic needs of the University.
- 1.8 Provide support to promote student academic success.
- 1.9 Implement a comprehensive review of degree and non-degree offerings.
- 1.10 Evaluate and strategically grow graduate programs and offerings.
- 1.11 Document the achievement of student learning outcomes within all departments and programs.
- 1.12 Assess and advance student competencies in achieving general education goals.
- 1.13 Pursue and retain all applicable accreditations for academic programs.



ACADEMIC SUCCESS

COMMUNITY ENGAGEMENT GOAL 2

Kutztown University will partner with the community to better serve the needs of the Commonwealth and the region.

- 2.1 Promote and sustain a campus environment that values partnerships and public service to benefit cultural, economic, educational, and social initiatives.
- 2.2 Develop, promote and sustain partnerships with diverse cultural communities.
- 2.3 Increase awareness of and access to programs and resources.
- 2.4 Provide access to professional development through graduate programs, and other skill enhancement opportunities.
- 2.5 Develop university-wide marketing communication and branding strategies that support the goals of KU.



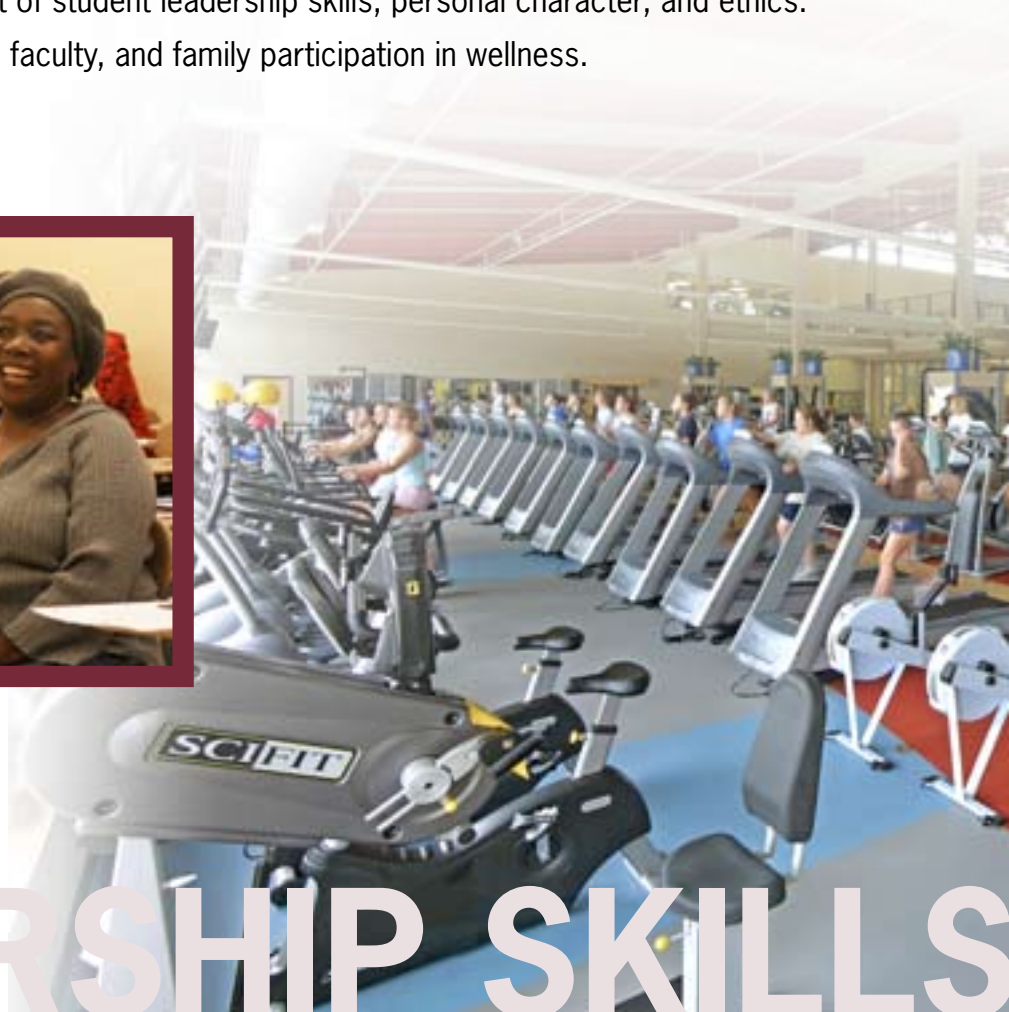
DEVELOPMENT
PROFESSIONAL

CARING CAMPUS COMMUNITY

GOAL 3

Kutztown University will value and respect all campus constituents, celebrate diversity, and embrace shared governance.

- 3.1 Work together to strengthen a climate of trust, open communication, and shared governance to fulfill the mission and vision of the university.
- 3.2 Provide the opportunities for the entire campus community to be engaged in a well-defined, consistently used, and commonly understood process for planning and decision-making.
- 3.3 Work together to develop and expand policies and programs that promote respect and civility.
- 3.4 Pursue the development of a diverse community whose members share in, and contribute to, a positive KU experience.
- 3.5 Work together to create opportunities for all constituents to experience the nobility of service to others.
- 3.6 Promote and enhance a service-oriented campus culture.
- 3.7 Increase the vitality of campus social and cultural life.
- 3.8 Attract, enroll, retain, and graduate a more selective and diverse student body.
- 3.9 Promote the development of student leadership skills, personal character, and ethics.
- 3.10 Encourage student, staff, faculty, and family participation in wellness.



LEADERSHIP SKILLS

UNIVERSITY INFRASTRUCTURE

GOAL 4

Kutztown University will maintain and enhance the physical, financial, and human resources necessary to fulfill its mission.

- 4.1 Ensure planning and decision making processes emphasize communication and accountability that ties resource allocation to institutional effectiveness and mission.
- 4.2 Implement a comprehensive review of existing university policies and programs to identify areas needing revision or development.
- 4.3 Retain and recruit outstanding faculty and staff to support the teaching, scholarship, and service mission of KU.
- 4.4 Continue to invest in the employee's professional development.
- 4.5 Maximize the measures and returns of the PASSHE System Accountability Program.
- 4.6 Enhance and diversify funding sources, expand strategic alliances, and develop broad-based financial support among a variety of constituents.
- 4.7 Enhance and expand technology infrastructure to support evolving needs.
- 4.8 Review and assess the KU communication systems.
- 4.9 Enhance the safety and security of the campus environment.
- 4.10 Demonstrate stewardship through prudent use and care of resources.
- 4.11 Plan and execute new construction and renovations of campus facilities to best support learning, scholarship, institutional effectiveness, and quality of life.



CORE VALUES



KUTZTOWN UNIVERSITY OF PENNSYLVANIA CORE VALUES

As a community of students, faculty and staff, Kutztown University of the Pennsylvania State System of Higher Education, is committed to these four core values which shall be the foundation for all Strategic Goals:

1

WE BELIEVE THAT THE STUDENTS AND THEIR DEVELOPMENT MUST BE THE PRIMARY FOCUS OF OUR WORK.

- ENHANCED KNOWLEDGE OF THE HUMAN CONDITION

The University must provide students, faculty and staff, opportunities to increase their appreciation and knowledge of the human condition, respect for individual and cultural differences, social justice, academic integrity, and the democratic process.

- EQUAL ACCESS INSTITUTION

We will promote and embrace the diverse needs of society by ensuring equal access to programs, services and intellectual offerings without the regard to race, gender, creed, age, national origin, sexual orientation or physical disability.

- COLLABORATIVE AND INTEGRATIVE LEARNING AND TEACHING

Using new, innovative and collaborative pedagogical approaches, we believe the University must promote student learning, both in and out of the classroom, and provide students with opportunities to develop and practice critical thinking and decision-making skills.

- A DYNAMIC, TECHNOLOGICALLY-ADVANCED ENVIRONMENT

We believe the University must be a dynamic academic environment devoted to programs, services and academic offerings which emphasize investigation and information management through technologically-advanced skills of locating, evaluating, organizing, using and presenting information.

DYNAMIC
INTEGRATIVE

KUTZTOWN UNIVERSITY OF PENNSYLVANIA CORE VALUES

2

WE BELIEVE THAT WE MUST MAINTAIN A SENSE OF COMMUNITY.

- A JUST AND CARING COMMUNITY

The University is a just and caring community where dignity and respect for all individuals without regard for race, gender, religion, age, national origin, disability, or sexual orientation are affirmed and supported, and where equality of opportunity is vigorously pursued.

- THE PRINCIPLES OF CIVILITY

As a community, we appreciate, respect and embrace the principles of honesty, integrity and civility, and demonstrate such values in all of our actions.

- CHARACTER DEVELOPMENT AND VALUES EDUCATION

We are committed to immerse students in the process of values education and character development must be central to our work and is embodied in the social and intellectual dimensions of campus life.



COMMUNITY

KUTZTOWN UNIVERSITY OF PENNSYLVANIA CORE VALUES

3

WE BELIEVE THAT WE MUST INFLUENCE THE QUALITY OF OUR COMMUNITY.

- SHARED GOVERNANCE

We believe that the University should respect, promote and practice shared governance among faculty, staff and students in the decision-making process.

- FREE EXCHANGE OF IDEAS AND BELIEFS

Provide a quality of campus life which will encourage the growth of self-esteem, respect for the beliefs of others and the open exchange of ideas.

- COMMUNITY COLLABORATION AND SERVICE

As a member of the Pennsylvania State System of Higher Education, we believe that our university must actively engage in serving the community, whether local, regional, state, national, or global, in creative and collaborative ways to meet emerging social needs.



KUTZTOWN UNIVERSITY OF PENNSYLVANIA CORE VALUES

4

WE BELIEVE THAT WE MUST HAVE THE OPPORTUNITY TO STRIVE FOR EXCELLENCE.

- A COMMUNITY OF INQUIRING SCHOLARS

Our University must be a community of scholars engaged in diverse learning styles and academic inquiry, both in and out of the classroom, and we must foster an environment in which such inquiry is understood, appreciated and modeled.

- ACADEMIC AND CO-CURRICULAR EXCELLENCE

In its commitment to academic and co-curricular excellence, the University must provide a world quality education, in a dynamic environment of positive interaction and continuous improvement that maximizes the professional, intellectual, social and personal development of all participants.



EXCELLENCE

