A different approach to strategic planning

- Both a roadmap and a process
- Focus on what ISU is going “to be”
- Linking thematic pillars, aspirational “to be” statements, leadership priorities
- A nine-year process: Dynamic, flexible
- Continuous input, assessment, repositioning
- Frequent engagement with stakeholders
By the Numbers: Plan Development, 2021-22

6
Steering Committee Sessions

7
Working Group Sessions

25+
Stakeholder Listening Sessions and Town Halls

200+
Survey Responses

528
Polling Question Answers

500+
STRATEGIC PLANNING PARTICIPANTS
Iowa State University will create, share, and apply knowledge to make our students, Iowa, and the world better.
Iowa State University will advance the land-grant ideals of putting science, technology, and human creativity to work.
Iowa State University embraces the values of our Principles of Community (Respect, Purpose, Cooperation, Richness of Diversity, Freedom from Discrimination, Honest and Respectful Expression of Ideas), and the values of Access, Excellence, and Integrity.
Our Pillars

Research
Teaching
Service
Extension

Innovative Solutions
Education Experience
Community Engagement
Knowledge and Discovery

Values

Faculty, Students, Staff
Land-grant Foundation
to be
the most student-centric
leading research university

SUCCESS FACTORS

‣ Retention, graduation rates
‣ Students in high-impact practices
‣ Accessibility, affordability
SUCCESS FACTORS

- Recruitment
- Reduce retention and graduation gaps
- Campus climate: Survey and action plan
- Salaries: Peer and market-based

the university that cultivates a diverse, equitable, and inclusive environment where students, faculty, and staff flourish
to be
the university that fosters lifelong learning

SUCCESS FACTORS

- Expand online learning
- Learning across Iowa — Extension and Outreach
- Continued learning by graduates
- New student pipelines
- Faculty and staff career development
to be

the university that creates opportunities and forges new frontiers

SUCCESS FACTORS

- Innovation in curriculum
- Innovation and entrepreneurship
- Research impact
- Organizational excellence
to be
the trusted partner
for proactive and
innovative solutions

SUCCESS FACTORS

‣ Extension and Outreach in all 99 counties
‣ Collaborative research initiatives
‣ Impact of partnerships
Our Strategic Process for Success

- Input
- Proposals
- Review
- Success Stories
Jumpstarting the Strategic Plan: 9 Initiatives

1. University-wide student success
2. Recruiting new students
3. Degrees of the future – new academic programs
4. Iowa State Online
5. Affordable course materials
6. Seed funding for interdisciplinary research
7. Faculty hires in critical areas
8. Research instrumentation and laboratory infrastructure
9. Childcare facility renovations