# Strategic Plan

Updated January 2024

## Mission

The College of Education advances education and mental health in Iowa and beyond.

## Vision

The best educational and mental health outcomes for all.

## Values

**Practice integrity.** We hold ourselves to the highest standards of honesty, transparency, and ethics. We use our resources efficiently and effectively.

**Affirm academic freedom.**We freely seek and share knowledge. We are responsible to our disciplines, students, profession, and institution.

**Foster belonging.**We welcome everyone with respect, care, and dignity. We value diversity, inclusion, and accessibility. We encourage rigorous and respectful dialogue.

**Unlock the boundless potential in each person.** We build collaborative relationships, meeting people where they are. We challenge and improve systems to empower people to become their best.

**Improve continuously.**We pursue excellence by learning and improving everything we do.

## Implementing the Strategic Plan



### Plan

* Ideas & input
* Annual cycles
* Prioritization

### Do

* Leadership
* Resources
* Engagement

### Study

* Benchmarking
* Data & Analysis
* Adjust quickly

### Act

* Implement & sustain
* Share with others

## Strategic Priorities

### I. Strategically Grow Enrollment

*Measure of success*:

* Enrollment disaggregated by program, degree, and funding type.

*Action items*:

* Recruitment and marketing plans for each program.
* Refine website for clarity of communication and ease of use.
* Build partnerships with UI Admissions, feeder programs, and external collaborators.
* Review and update program offerings to meet student interest and market demands.

### II. Promote Student Success and Satisfaction

*Measures of success*:

* Student satisfaction survey.
* Retention and graduation rates (disaggregated by various demographic groups).
* Licensure success rates.
* Work / educational placement after graduation.

*Action items*:

* Support high quality instruction.
* Identify and support students at risk of attrition.
* Department and program initiatives for improving student satisfaction.
* Infuse mental health resources and support throughout all we do.

### III. Increase our impact on educational and mental health outcomes for our students and for our communities in Iowa and beyond

*Measures of success*:

* Research productivity.
* Grant proposals and grant awards.
* Research expenditures.
* Number of partnerships with schools, communities, and other organizations in Iowa.

*Action items*:

* Research support for junior faculty and doctoral students.
* Build long-term collaborative relationships.
* Expand use of GRSC to support grant proposals.

**IV. Build a culture of belonging for students, employees, and guests**

*Measures of success*:

* Students’ sense of mattering.
* Workforce engagement.
* Climate survey.

*Action items*:

* Department and program initiatives for workforce engagement.
* Enhance and support college-wide community building initiatives and teams.