UNIVERSITY OF MARYLAND EASTERN SHORE

STRATEGIC PLAN 2020

2018 - 2020
Updating and aligning University of Maryland Eastern Shore with University System of Maryland goals
STRATEGIC PLAN 2020

When Dr. Heidi Anderson took the helm of the University of Maryland Eastern Shore in September 2018, the university strategic planning committee had already begun work on a five-year plan. Dr. Anderson requested the committee look at a two-year plan so that her new leadership team could have input in the strategic direction of the university. This document reflects the work of the committee and the new cabinet to align the UMES plan with the University System of Maryland plan.

GOAL I:
Support diversity and inclusion on and off campus and foster a climate of equity for all stakeholders

1.1 Confirm that all policies, procedures and practices are inclusive of all University stakeholders
1.2 Replace or modify non-accessible facilities
1.3 Create Greek-life opportunities for all stakeholders
1.4 Become a Veterans serving campus and Yellow Ribbon program member
1.5 Enhance cultural competencies through curricular and co-curricular activities including study away
1.6 Extend partnerships with Salisbury University to change the culture of HBCU and PWI collaborations

GOAL II:
Increase access, attainment and degree completion through improved communication and pro-active data analysis

2.1 Increase student awareness of university processes, curriculum, and campus life that impact undergraduate and graduate degree attainment
2.2 Reduce the need for interventions regarding degree attainment for undergraduates and graduates
2.3 Assess scholarship awards types, history, uses, and impact on time to degree for undergraduates, student athletes, Pell-eligible students and international students
2.4 Employ data from USM and Noel Levitz relative to optimization of resourceful to promote access, affordability, and degree attainment
GOAL III:
Become a leading USM partner in research, innovation, and economic competitiveness

3.1 Increase innovation in academic programs and delivery methods
3.2 Align academic programs, educational centers, and enterprises, and co-curricular activities with workforce development needs
3.3 Increase student-faculty and faculty research efforts to promote innovative partnerships in the region of impact and service areas
3.4 Create campus communications dedicated to research, innovation, and economic impact of UMES

GOAL IV:
Meet the educational needs of the state of Maryland with high-quality and innovative academic programming

4.1 Align academic programs with the educational needs of the state of Maryland
4.2 Attract and retain diverse, highly-qualified, faculty members and staff to lead innovation and transformation efforts
4.3 Build a sustainable culture of the scholarship of teaching and learning to promote connections between UMES and stakeholders educational needs
4.4 Deploy program review cycles and accreditation activities in support of mission-centric program development
GOAL V: Maximize university resources

5.1 Align expenditures with operational costs to reduce expenses and increase affordability
5.2 Create endowed chairs and increase scholarships to build capacity
5.3 Advance economic footprint in the community to diversify revenue stream and attract matching funds
5.4 Increase alumni giving as well as corporate and foundation grantmaking
5.5 Pursue alternative energy and other facilities modifications to enhance global sustainability
5.6 Launch mini-capital campaign. Go public at 50%-60% status 2020/2021.

GOAL VI: Achieve and maintain national eminence and global impact

6.1 Create signature academic programs to prepare students for careers nationally and internationally
6.2 Expand sponsored research and grants into multinational opportunities
6.3 Raise UMES in the US News and World Report rankings
6.4 Develop targeted international academic exchange programs that include graduate and undergraduate students
6.5 Compete for national recognition of academic programs
6.6 Increase faculty, student, and staff participation on national boards for academics, service, and scholarship