

UNIVERSITY OF CENTRAL MISSOURI

MISSION • VISION • CORE VALUES • GOALS

UNIVERSITY MISSION

The University of Central Missouri (UCM) disseminates knowledge that transforms students into leaders who possess the aptitudes, skills and confidence to succeed.

STATEWIDE MISSION

The University of Central Missouri is a public, master's level, comprehensive regional university and is designated as the state's baccalaureate and master's degree-granting institution in professional applied science and technology.

VISION

Every student achieves that to which they aspire and leaves exceptionally equipped, enriched and connected to UCM.



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STATEMENT OF CORE VALUES



LEARNING

The University of Central Missouri is student focused. The university is dedicated to providing an educational experience rooted in a tradition of academic rigor while engaging our students in learning opportunities that are both dynamic and transformative. UCM is committed to educating students who are citizens of Missouri, the nation and the world through future-focused academics delivered by qualified, devoted faculty. The university educates the student as a whole person with an emphasis on continuous learning, preparing them to become lifelong learners and leaders, able to adapt and thrive in an ever-changing society.



COMMUNITY

The University of Central Missouri is committed to developing a caring community that consciously works to foster an atmosphere where responsibility, collaboration, communication and respect thrive. UCM embeds and cultivates a culture of exemplary citizenship, a commitment to civic responsibility, a sense of global awareness and an appreciation for human diversity at all levels in all of its manifestations.



DIVERSITY

The University of Central Missouri strives to create an atmosphere where all individuals feel welcomed and valued, and where the expression of different ideas from myriad perspectives contributes to learning that is multi-faceted and transformative. UCM encourages inclusion and respect of individuals with differing values, ideas, beliefs, abilities, life experiences and backgrounds. UCM advocates for principles and actions that support equity and inclusivity and understands that building unity within our various populations is a critical and foundational component of who we are.



EXCELLENCE

Striving for excellence is the creative catalyst of what we do at the university, both collectively and as individuals. This aspirational mindset drives the university's evaluation of our own efforts thereby creating an institutional engine of continuous improvement. UCM recognizes this process encourages the development of curriculum and delivery methods that are both innovative and inspirational. This philosophy is integral to sustaining a culture of excellence in academics, scholarly activity and service.



OPPORTUNITY

The University of Central Missouri believes in creating and offering experiences inside and outside the classroom to develop leadership characteristics, skill sets and knowledge that lead to career advancement and quality of life improvements. The university strives to provide a high-quality, affordable education that enables students to access opportunity and enhance their economic mobility. UCM encourages and supports students in making decisions today that place tomorrow's opportunities within reach.



SERVICE

With the motto, "Education for Service," the University of Central Missouri embraces opportunities for the UCM community to develop and exhibit characteristics of responsibility and civic engagement. The university is committed to engaging with our broader community as servant leaders. While UCM incorporates opportunities for students to engage in service through classroom and extracurricular experiences, the university works toward the betterment of our world.

STRATEGIC GOALS AND OBJECTIVES 2019-26

Initial approval, August 2019 | Updates and revisions approval, January 2022

GOAL 1

STUDENT ACCESS AND SUCCESS

Provide a welcoming campus environment for students of all backgrounds and provide opportunities, support and resources for them to be successful.

OBJECTIVES

- 1.1 Increase access to higher education through optimized enrollment management and financial aid strategies and via multiple delivery methods.
- 1.2 Enhance student success, retention and graduation rates by providing a caring community, support and resources needed.
- 1.3 Foster engagement through student-focused, dynamic and transformational educational and co-curricular experiences.

GOAL 2

ACADEMIC EXCELLENCE

Promote innovative teaching, research and practice by investing in our personnel, academic programs and co-curricular programs that lead to enhanced learning outcomes.

OBJECTIVES

- 2.1 Provide a future-focused curriculum that aligns with UCM's statewide mission in professional applied science and technology.
- 2.2 Recruit, retain, develop and support faculty as teachers/scholars aligned to the academic goals of the university.
- 2.3 Grow and strengthen excellence in graduate education.
- 2.4 Foster academic excellence through faculty and student research, scholarship, creative activities and professional engagement.

GOAL 3

ORGANIZATIONAL EXCELLENCE

To hold ourselves to a high standard of accountability and show a commitment to good stewardship of our financial, human and physical resources.

OBJECTIVES

- 3.1 Align university resources with strategic priorities.
- 3.2 Maintain a commitment to shared governance, transparency and communication.
- 3.3 Establish and maintain a culture of assessment and data-informed decision making.
- 3.4 Create and maintain efficient processes that enhance the customer service experience for students and other internal and external constituencies.

GOAL 4

INCLUSIVE AND DIVERSE COMMUNITY

To continue making our university community more representative of our society and world, UCM cultivates an environment that welcomes and encourages the voices of diverse individuals and groups.

OBJECTIVES

- 4.1 Attract and retain students, faculty and staff who support a diverse campus community.
- 4.2 Enhance and enrich co-curricular programs and supportive networks.
- 4.3 Support the incorporation of diversity, equity and inclusion concepts throughout and across teaching, research and service.

GOAL 5

EXTERNAL RELATIONS AND DEVELOPMENT

Engage alumni, donors and other constituents through volunteerism and generosity to cultivate, manage and distribute resources in support of UCM while establishing stronger brand awareness through increased external partnerships.

OBJECTIVES

- 5.1 Develop and maintain meaningful engagement with alumni, donors and other constituents.
- 5.2 Expand and maintain strategic partnerships with external constituents.
- 5.3 Maintain effective engagement within governmental relations.
- 5.4 Optimize resources through external grant funding.

GOAL 6

INSTITUTIONAL EXCELLENCE AND ENHANCED REPUTATION

The unique qualities that represent UCM's brand will be shared with key stakeholders in the region, state, nation and international communities.

OBJECTIVES

- 6.1 Identify competitive advantages and communicate them internally and externally to enhance the awareness of the university's quality and brand.
- 6.2 Utilize appropriate and effective integrated marketing methods to drive enrollment, enhance reputation and foster engagement.



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