



UPPER IOWA[®]
UNIVERSITY

EDUCATION BUILT FOR LIFE

Reimagine UIU

STRATEGIC PLAN FY24 AND FY25

Upper Iowa University is undergoing a transformative journey called “Reimagine UIU”. Aiming to adapt to the evolving landscape of higher education, this initiative is strategically designed to shape our organization by effectively allocating our financial and personnel resources.

In response to the demands of the education sector, our “Reimagine UIU” Strategic Plan takes a simplified approach to aligning our energy, resources, and actions in a cohesive direction. As part of this organizational structure, UIU remains committed to its core principles of providing accessible and affordable learning experiences, while also striving to address the unique needs of today’s students.

MISSION STATEMENT: Upper Iowa University provides quality educational opportunities accessible through varied delivery methods to inspire success and empower lives.

VISION STATEMENT: Upper Iowa University will be known for academic excellence and continual innovation in student-centered learning.



KEY OBJECTIVES

- Provide a Quality Student Experience
- Enhance Culture and Engagement
- Foster an Environment of Continuous Improvement
- Strengthen Enrollment
- Achieve Fundraising Goals
- Strengthen Composite Financial Index Ratio (CFI)



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STRATEGIC PRIORITY 1: STUDENT LEARNING & EXPERIENCE

Create a university community focused on student success and learning in a welcoming environment conducive to mission accomplishment.

- Provide students with the knowledge, skills, and experiences needed to become successful learners and active, contributing members of society.
- Develop and provide curricula and innovative teaching methods that engage and inspire students by utilizing a variety of delivery methods that accommodate their diverse needs.
- Create and access learning and extracurricular opportunities for students to achieve success, pursue their passions, and become engaged in the University.

STRATEGIC PRIORITY 2: VALUING PEOPLE

Establish a culture and environment where people are recognized for their contributions to ensure the ongoing success of each other, our students, alumni and university.

- Attract a diverse population and create a culture of appreciation, understanding, acceptance, and innovation.
- Enhance wellness and development opportunities for employees.
- Recruit and retain quality employees by offering a competitive University benefits package.

STRATEGIC PRIORITY 3: FISCAL RESPONSIBILITY

Establish best practices in enrollment and financial management to ensure long-term viability and sustainability.

- Identify enrollment opportunities to support enrollment stabilization and targeted growth.
- Ensure compliance with key ratios.
- Strengthen financial oversight and fiscal management practices to ensure a positive change in net assets from operating activities.

STRATEGIC PRIORITY 4: INFRASTRUCTURE & RESOURCE MANAGEMENT

Create and foster a university structure to support educational and operational functions, and ensure attainment of the University mission.

- Provide the infrastructure, security, and services to support the University's operations and initiatives.
- Foster and provide a safe learning, living, and working environment.
- Enhance business processes and efficiencies while ensuring internal and external compliance with regulatory bodies.

STRATEGIC PRIORITY 5: CULTURE OF GIVING, SERVICE & ENGAGEMENT

Foster a culture of giving, service and engagement by encouraging all stakeholders to be involved in opportunities that enhance our University.

- Educate students about the importance of philanthropy and service to inspire volunteerism and giving.
- Expand and strengthen opportunities for alumni, parents, community members, and partners to give their time, talent, and treasure in service of UIU's mission.
- Increase key fundraising metrics, including total donors, alumni donor participation, giving club memberships, and unrestricted giving to UIU.