On October 23, the University of Central Missouri Board of Governors approved a new strategic plan, upon the recommendation of President Aaron Podolefsky and the Cabinet. The plan was developed under the auspices of the Strategic Planning and Resource Council with widespread participation from the campus community.
Vision (approved by the Board of Governors June 2006)
The University of Central Missouri aspires to be a nationally recognized, comprehensive university that delivers a world-class university education by providing a small-college learning environment coupled with large-university opportunities.

Mission
The University of Central Missouri experience transforms students into lifelong learners, dedicated to service, with the knowledge, skills and confidence to succeed and lead in the region, state, nation and world. UCM offers a comprehensive array of bachelor’s programs and selected master’s and doctoral programs building upon historical strengths and statewide mission.

Statewide Mission (CBHE 1996)
In 1996, the Coordinating Board for Higher Education established the University of Central Missouri’s mission as “a master’s level institution with moderately selective admissions and a statewide mission in professional applied sciences and technology programs.”

Core Values (adopted in 2002)
Learning  Service  Adaptability  Community
Excellence  Diversity  Responsibility

Central Community Creed (adopted in 1998)
Choosing to become a citizen of the University of Central Missouri implies an acceptance of and willingness to contribute to the common goals and purposes of the community. The Central Community Creed outlines the principals which guide the creation and maintenance of desired community at Central Missouri. The creed also provides a framework for individual behaviors which help build our vision.

University Motto (adopted circa 1907): “Education for Service”

Goals and Objectives

Goal 1
Ensure academic excellence through supportive, student-centered, high-quality undergraduate, graduate, and professional programs.

Objectives
1. Demonstrate student learning through multiple strategies of feedback.
2. Increase the understanding of and commitment to the value of liberal arts and sciences as the foundation of a university education.
3. Incorporate “High Impact” learning experiences into baccalaureate curricula.
4. Demonstrate and support excellence in the preparation of teachers and/or programs that fulfill our statewide mission in professional applied sciences and technology.
5. Provide and support access to academic programs through multiple modes of delivery and locations appropriate to course and program content and resource priorities.
6. Provide a state-of-the-art learning environment.
7. Develop and support programs with strong potential for national recognition and/or growth.

Goal 2
Educate and graduate students prepared with the knowledge, skills and confidence to become productive citizens and leaders.

Objectives
1. Recruit students prepared to learn at UCM.
2. Retain, graduate, and place students.
3. Provide access to financial resources to facilitate student success.
4. Increase undergraduate and graduate enrollment in line with available resources and UCM’s Master Plan.
5. Maintain a broad array of undergraduate and graduate programs that fulfill societal needs, student demands, and the university mission.

Goal 3
Promote civic engagement and social responsibility.

Objectives
1. Develop and support opportunities for students, faculty and staff to provide services to the greater community as part of their academic, co-curricular activities.
2. Undertake university-wide environmental sustainability efforts engaging faculty, students and staff.
3. Incorporate civic engagement and social responsibility across the curriculum.
4. Develop and support opportunities for leadership experiences.

Goal 4
Cultivate a university culture that embraces all individuals and allows each member of the campus community to feel respected, safe and secure.

Objectives
1. Broaden and enrich intellectual and learning experiences by increasing the number of U.S. racial and ethnic minority, international, and other populations of students, faculty, and staff that make us diverse.
2. Increase and support international educational opportunities for students and faculty.
3. Ensure a safe and empowering working, living, and learning environment that promotes individual well-being and institutional effectiveness.
4. Nurture a university climate where people feel respected and valued.
5. Provide a broad array of intellectual, social, cultural, artistic, and athletic experiences that benefit faculty, staff, students, and the community.

Goal 5
Recruit, develop, and retain a dedicated, diverse community of faculty and staff.

Objectives
1. Recruit, develop, and retain well-qualified and diverse faculty and staff.
2. Promote the teacher/scholar model by supporting and rewarding high-quality teaching, research, scholarship, and creative activity.
3. Promote faculty and staff service to the campus, community and profession.
4. Deliver and reward high-quality support services.
5. Increase external funding from grants, contracts, patents, and other intellectual work.
6. Increase research and creative activities that provide experiential learning and undergraduate research opportunities.
7. Encourage and support faculty and staff engagement in economic development activities.

Goal 6
Promote effective stewardship of resources.

Objectives
1. Provide affordable, quality academic programs and services.
2. Produce a well maintained and efficient physical environment consistent with the Master Plan.
3. Provide on-campus housing that attracts students and contributes to their success.
4. Effectively manage information, financial, space, technology, human, and other resources.
5. Maximize and diversify financial resource streams.
6. Engage in external partnerships that enhance the university’s capacity to serve students and stakeholders.
7. Enhance philanthropic support of the university.

Goal 7
Enhance UCM’s reputation and impact on the region, state, and nation.

Objectives
1. Increase the number of graduates recognized for their accomplishments and leadership.
2. Prepare graduates to meet state, regional, and national workforce needs.
3. Serve state and local needs for economic development and public services.
4. Increase the economic impact of the university on the local and regional economy.
5. Improve the university’s reputation as recognized in national media.