Aligning unit-level outcomes with University-level mission, goals, objectives, etc.

Here’s a short-cut list to help you think about the various ways you can tie a unit- or program-level outcome to the University’s strategic plan, general education competencies, core values, the University’s vision, etc.:

University Strategic Goals:

Strategic Goal 1: Quality of students
- Strategic Objective 1.1 Undergraduate entering class credentials
- Strategic Objective 1.2 Undergraduate retention and graduation rates
- Strategic Objective 1.3 Graduate and professional school target student profiles

Strategic Goal 2: Quality of faculty and staff
- Strategic Objective 2.1 Faculty and staff compensation
- Strategic Objective 2.2 Student/faculty ratio
- Strategic Objective 2.3 Faculty resources and support
- Strategic Objective 2.4 Faculty/staff development programs
- Strategic Objective 2.5 Distinguished professorships
- Strategic Objective 2.6 Externally-funded research expenditures
- Strategic Objective 2.7 Faculty positions

Strategic Goal 3: Student engagement
- Strategic Objective 3.1 Effective written and oral communication
- Strategic Objective 3.2 Enhanced undergraduate research opportunities
- Strategic Objective 3.3 Study abroad programs
- Strategic Objective 3.4 Service-learning
- Strategic Objective 3.5 Community development
- Strategic Objective 3.6 Undergraduate leadership opportunities
- Strategic Objective 3.7 Post-graduate opportunities
- Strategic Objective 3.8 Residential character of the Macon and Atlanta campuses
- Strategic Objective 3.9 Renowned leaders and performers on campus
- Strategic Objective 3.10 Student-friendly retail development

Strategic Goal 4: Signature programs
- Strategic Objective 4.1 Phi Beta Kappa chapter
- Strategic Objective 4.2 Programs with national prominence
- Strategic Objective 4.3 Ph.D. programs
- Strategic Objective 4.4 Distinctive programs (interdisciplinary dialogue and collaborative research)
Strategic Goal 5: Faith-based university

Strategic Objective 5.1 Exploration of fundamental questions
Strategic Objective 5.2 Engagement of a full range of faith traditions
Strategic Objective 5.3 Spiritual growth through service
Strategic Objective 5.4 Virtuous, responsible citizens within a democratic society
Strategic Objective 5.5 International center for the student of Baptist principles and heritage
Strategic Objective 5.6 Assistance to churches and other faith-based organizations
Strategic Objective 5.7 Relationships with faith-based organizations

Strategic Goal 6: Outstanding facilities

Strategic Objective 6.1 Medical education facility in Savannah
Strategic Objective 6.2 Undergraduate sciences building in Macon
Strategic Objective 6.3 Chapel/performing arts center on Atlanta campus
Strategic Objective 6.4 Henry County Regional Academic Center expansion
Strategic Objective 6.5 Macon campus walkways, landscaping, and signage
Strategic Objective 6.6 Atlanta campus office relocations and health sciences building
Strategic Objective 6.7 Pharmacy research facility
Strategic Objective 6.8 Macon campus student center
Strategic Objective 6.9 Renovation of historic campus facilities
Strategic Objective 6.10 Wiggs Hall refurbishment or replacement
Strategic Objective 6.11 New student housing in Macon and Atlanta
Strategic Objective 6.12 New theater on Macon campus
Strategic Objective 6.13 Green technology

Strategic Goal 7: Enhanced technology

Strategic Objective 7.1 Information systems replacement
Strategic Objective 7.2 Online communication systems upgrade
Strategic Objective 7.3 Replacement plan for personal computers and printers
Strategic Objective 7.4 Advanced video conference systems
Strategic Objective 7.5 “Smart” classrooms
Strategic Objective 7.6 Campus-wide wireless internet
Strategic Objective 7.7 Faculty/staff technology training
Strategic Objective 7.8 Online learning infrastructure

Strategic Goal 8: Constituent engagement

Strategic Objective 8.1 Alumni programs, communication, and giving
Strategic Objective 8.2 Parental engagement
Strategic Objective 8.3 Donor engagement
Strategic Objective 8.4 Outreach to churches
Strategic Objective 8.5  Community leadership
Strategic Objective 8.6  Governmental relations

Core Values:

Core Value 1:  Community of Learning: We encourage our students to discover and develop fully their unique combination of gifts and talents to become leaders who make a positive difference in the world.

Core Value 2:  Community of Faith: We seek to inspire members of our community to live virtuous and meaningful lives by using their gifts and talents to serve the needs of humankind as an expression of their love for God and neighbor.

Core Value 3:  Intellectual and Religious Freedom: We seek to enrich the mind and spirit by promoting and facilitating an open and rigorous search for truth and understanding, including an examination of the moral, religious, and ethical questions of this and every age.

Core Value 4:  Diversity: We affirm and respect the dignity and sacred worth of every person and celebrate both our commonalities and our differences.

Vision Statements:

Vision Statement:

One of the finest private universities in the Southeast, Mercer University will be nationally renowned for providing a dynamic, diverse, and rigorous education where every student matters and learns to make a difference.

Mercer is held together in conversation by a love of learning, our respect for each other, and excellence within our disciplines. We celebrate our Baptist heritage, a tradition that insists on an open search for truth, ensures religious freedom, and encourages service to others.

Vision Goal 1:  University Community: Foster a lively and inclusive intellectual, social, and spiritual community.

Vision Goal 2:  Engagement: Engage students in challenging, holistic, and transformation learning throughout the University.

Vision Goal 3:  Liberal Learning: Infuse liberal learning in professional programs and connect undergraduate students to graduate and professional programs.

Vision Goal 4:  Virtues: Cultivate the virtues of practical wisdom, reflective judgment, moral integrity, ethical leadership, compassionate service, and civic engagement.

Vision Goal 5:  Professional Leadership: Emerge as the premier source of professional leadership in the Southeast.

Vision Goal 6:  Faculty and Staff: Attract and nurture outstanding staff and creative educators who are also first-rate scholars and practitioners.

Vision Goal 7:  Research: Make contributions on the frontiers of knowledge through distinctive research agendas.
Vision Goal 8: Local and Global Communities: Transform communities locally and globally through University-community partnerships, service-learning, and volunteerism.

Vision Goal 9: Faith Perspectives: Become an international center for dialogue and inquiry about faith perspectives.

General Education Competencies:

1. Written Communication (Communicating effectively in writing in a variety of modes and settings)
2. Oral Communication (Communicating effectively orally in a variety of modes and settings)
3. Quantitative Reasoning (Reasoning quantitatively)
4. Scientific Reasoning (Analyzing observed natural phenomena through the use of scientific reasoning)
5. Diverse Perspectives (Integrating coherently diverse perspectives with knowledge)
6. Perceptive and Responsible Behavior (Acting perceptively and responsibly in light of the education one has received)
Strategic Objective 8.7  Visibility in higher education community
Strategic Objective 8.8  Resumption of intercollegiate competition in football

Strategic Goal 9:  Intercollegiate athletic success

Strategic Objective 9.1  Team academic progress rate
Strategic Objective 9.2  Athletic grade point average
Strategic Objective 9.3  Academic All-Conference honors
Strategic Objective 9.4  Athletic competition
Strategic Objective 9.5  Mercer Athletics Foundation
Strategic Objective 9.6  Athletics in support of academics

Strategic Goal 10:  Enhanced financial structure and resources

Strategic Objective 10.1 Endowment
Strategic Objective 10.2 Tuition revenue
Strategic Objective 10.3 Cash flow and deferred maintenance
Strategic Objective 10.4 Budget system
Strategic Objective 10.5 Balanced budget and key financial indicators
Strategic Objective 10.6 Environmental stewardship