



**Oregon
University
System**

OREGON UNIVERSITY SYSTEM

2003-04 STRATEGIC GOALS

1. Develop dashboard measure of global OUS and university strategic performance that assesses access to quality higher education and the OUS contribution to the state's economic, community, and personal development:
 - a. Measures of OUS mission and outcomes (the return on investment [ROI] for the state);
 - b. Major activity measures (scope and growth of performance);
 - c. Financial measures (sources and uses of funds);
 - d. Quality measures (identify quality measures and trends); and
 - e. Global operational performance measures (effectiveness and efficiency).

2. Develop and implement a comprehensive state-wide communications plan for higher education and the Oregon University System, the specific goals of which are to:
 - a. Educate the public and increase the public's support of higher education;
 - b. Involve key stakeholders in advocacy for the Oregon University System (especially alumni of OUS institutions);
 - c. Solidify the support and leadership of the Governor; and
 - d. Focus communications efforts to the legislative leadership and the 2005 legislature (both pre-session and during the legislative session).

3. Increase involvement and direct input of statewide stakeholders and constituents in Board deliberations, specifically with reference to the board's priorities for 2003-04:
 - a. The business community (Oregon Business Council, Oregon Business Association, Associated Oregon Industries, and key business leaders from all major sectors including high-tech, natural resources, etc.);
 - b. Students (Oregon Student Association and student leadership);
 - c. OUS faculty leadership and the Interinstitutional Faculty Senate;
 - d. P-16 School System and the Oregon State Board of Education;
 - e. Citizens of the State of Oregon and regions of the state;
 - f. Legislative leadership;
 - g. Specialty areas of focus for the OUS (engineering, healthcare, etc.); and
 - h. Alumni/Foundation presidents of OUS institutions.

4. Complete policy development and clarify roles and responsibilities between System and university initiatives in the following areas:
 - a. Access to higher education in Oregon;
 - b. Affordability/tuition administration;
 - c. Quality goals and measures; and
 - d. Diversity.
5. Identify benchmark comparisons for presidents, faculty, and other staff compensation and develop a proposal to reach parity with similar institutions of higher education.
6. Project capital asset maintenance deficits and propose minimum required investments to preserve the OUS capital asset base.
7. Develop a proposal to bring Oregon's student financial aid up to parity with benchmark regional and national programs. Propose an implementation plan that recognizes the Governor's Access Scholarship for Education Trust (ASET) initiative.
8. Develop an OUS System strategic development plan which identifies System needs for the next 10 years and assures compatibility with and optimum support of campus strategic plans:
 - a. Educate the Board and OUS on specific university strategic plans;
 - b. Review and clarify the differentiated missions of the OUS and universities;
 - c. Identify specific OUS/university program initiatives; and
 - d. Assure future programs meet anticipated needs of Oregonians.
9. Aggressively pursue an optimum working relationship with P-16 through the Joint Boards Working Group.
10. Through policy development, continue to clarify the relationship between the Board, Chancellor/System, and universities:
 - a. Major policies that delineate specific roles; and
 - b. Clarify and balance System development and institutional responsibility.