UNIVERSITY PARTNERSHIPS
Strategic Plan 2020
Draft

Goal:
Build strategic relationships to leverage university resources and to create valuable outcomes for the university.

Actions:

1. Review the university’s strategic goals and determine relationships that need to be developed or enhanced to achieve the desired outcomes of the goals.
2. Develop an assessment tool to aid faculty and staff in reviewing and determining whether a partnership is beneficial to the University.
3. Create an online database where information and updates on existing partnerships can be posted to ensure effective communication and collaboration.

Outcomes:
Achievement of those goals that rely, in whole or in part, on strategic partnerships, collaboration, and other relationships that may result in:

Increased research
Enhanced student learning
New or increased generation of revenue
Meeting a public good
Achieving areas of distinction
**Goal:** To develop an evaluation/approval process to help university departments determine whether engaging in external partnerships is sound and supportive of the University’s strategic plan.

Actions: University Advancement will work with Academic Affairs to develop the evaluation/approval process.

Outcomes: An evaluation instrument is created that university departments can use to determine whether the development of a partnership is worth pursuing.

**Goal:** The development of a campus-wide marketing effort to educate, inform and encourage university departments to engage in external partnerships that are supportive of the University’s strategic plan.

Action: University Advancement will develop a marketing plan to

**Goal:** Create a master database of existing University partnerships and provide coordination to maximize results.