SUCCESS BY **DESIGN**

STRATEGIC FRAMEWORK

NKU

SUCCESS
BY**DESIGN**

The *Success by Design* strategic framework for Northern Kentucky University is intended to advance student success aligned with the needs of the region through increased **access**, higher levels of degree, certificate and credential **completion** and greater opportunities for **career and community engagement** for all students.

The mission, vision and core values we have adopted, will enable us to better serve our learners and the region, building on the strong legacy and foundation set by our founders. Our belief is that every stakeholder at NKU will actively connect their work to student success and engage with the region to drive economic mobility, growth and prosperity for the Commonwealth and beyond.

MISSION

why we exist — our purpose

Northern Kentucky University delivers innovative, **student-centered education** and engages in impactful scholarly and creative endeavors, all of which empower our graduates to have fulfilling careers and meaningful lives, while contributing to the economic, civic and social vitality of the region.

VISION

what we aspire to be

NKU will be nationally recognized for being a **student-ready**, **regionally engaged university** that empowers **diverse learners** for **economic** and **social mobility**.

VALUES

what we stand for

excellence
We will promote a culture that fosters and celebrates excellence in all that we do.

integrity
We will engage in honest, fair and ethical behavior with integrity at the heart of every decision and action.

belonging
We will foster a community of belonging by embracing equity, diversity and inclusiveness.

innovation
We will approach our work—how we teach, engage and serve—with creativity and innovation.

collegiality
We will maintain a climate of collegiality built on respect and characterized by open communication and shared responsibility.

PILLARS, STRATEGIC GOALS AND MEASURABLE OBJECTIVES

what we will achieve and the broad initiatives that will drive results

Every stakeholder at NKU will actively connect their work to student success through student-readiness and regional engagement.

PILLAR
provide strategic direction & intent

ACCESS

STRATEGIC GOALS
broad, primary outcomes

NKU will expand programs, services and delivery options to increase access and become a preferred destination for learners across the Commonwealth of Kentucky, the nation and the world.

MEASURABLE OBJECTIVES
actions to achieve our goals

- Reduce barriers and simplify processes so diverse learners can **successfully apply**, **be admitted** and **enrolled** for NKU educational opportunities.

- Implement innovations to **improve affordability** of an NKU education.

- Expand outreach and partnerships with P-12 schools, community colleges, non-profits and business and industry to **increase educational opportunities** that serve the needs of both students and the community.

- Increase the number of **first-generation**, **post-traditional**, **international** and **underrepresented students** at NKU, particularly in fields where their underrepresentation is most significant.

- Design a **welcoming and desirable NKU experience** to create a **sense of belonging** for all students.

PILLARS, STRATEGIC GOALS AND MEASURABLE OBJECTIVES

what we will achieve and the broad initiatives that will drive results

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PILLAR
provide strategic direction & intent

COMPLETION

STRATEGIC GOALS
broad, primary outcomes

NKU will align the institution so more learners, particularly first-generation, post-traditional, low-income and under-represented individuals, earn highly valued degrees, certificates and credentials.

MEASURABLE OBJECTIVES
actions to achieve our goals

- Enhance the **culture of service-orientation** that respects the realities of our students' lives and provides consistent, responsive care and support across all areas with special emphasis on wellness, advising, financial aid and career preparation.

- Increase flexible, experiential and modular learning pathways that allow students to **earn credentials along the way to their degree** and implement components of competency-based education in majors where possible.

- Implement innovative instructional and curricular approaches to **reduce time-to-degree**.

- Significantly **improve retention**, **persistence and graduation rates** with special emphasis on **closing the achievement gap** through meaningful use of predictive analytics and technology-based student success tools.

- Align the institution's policies, procedures, resources, rewards and incentives to **encourage scholarship**, **creativity**, **collaboration** and **innovation** that advance student success.

PILLARS, STRATEGIC GOALS AND MEASURABLE OBJECTIVES

what we will achieve and the broad initiatives that will drive results

Every stakeholder at NKU will actively connect their work to student success through student-readiness and regional engagement.

PILLAR
provide strategic direction & intent

CAREER & COMMUNITY ENGAGEMENT

STRATEGIC GOALS
broad, primary outcomes

NKU will increase its contributions to the economic social, and civic prosperity of the region through talent development, research and innovation and the stewardship of place.

MEASURABLE OBJECTIVES
actions to achieve our goals

- Build **experiential and co-curricular learning into all majors** at NKU to enhance students' career readiness and lifelong learning.

- Ensure that **creativity**, **global awareness**, **cultural competence** and **literacy in technology and data are hallmarks** of NKU's undergraduate education.

- Expand public-private partnerships to **accelerate innovation and entrepreneurship** across the university.

- **Strengthen engagement** among alumni, businesses, and other external organizations with NKU students, faculty and staff.

- Improve post-graduation outcomes to **enhance graduates' economic and social mobility**.