



University of  
Northern Iowa

## 2023-28 STRATEGIC PLAN: **BUILDING OUR TOMORROW**

### VISION

We serve the public good through equitable and inclusive excellence in teaching and learning, scholarship, and service.

### MISSION

The University of Northern Iowa creates, empowers, and innovates to enrich Iowa and beyond.

**GOAL 1:** Create equitable, diverse, and inclusive opportunities.

**GOAL 2:** Empower communities to shape their future.

**GOAL 3:** Innovate for learner success.

**GOAL 4:** Steward resources effectively.

### ALIGNMENT WITH BOARD OF REGENTS GOALS:

The University of Northern Iowa's strategic plan is not only a blueprint for student success but also a demonstration of our commitment to the priorities set forth by the Iowa Board of Regents. Through creating robust educational foundations, empowering students with the tools they need, and innovating for future success, we are dedicated to fostering a thriving academic community that serves the public good.

**Create:** By establishing comprehensive educational programs, UNI aligns with the Board of Regents' mission to provide accessible, high-quality education that meets the needs of Iowa's population.

**Empower:** Our strategic focus on student empowerment through support services and engagement initiatives ensures that students not only succeed academically but are also prepared to contribute positively to society.

**Innovate:** Through ongoing innovation in academic offerings and student services, UNI is committed to preparing graduates who will drive Iowa's future economic and social development.

## SUCCESS STORIES DRIVEN BY STRATEGY:

### CREATE:

#### *Establishing a Foundation for Student Success*

- + David W. Wilson's \$25 million donation to UNI underscores the importance of creating an environment that values ethical behavior and critical thinking—skills that are essential for student success both academically and professionally.
- + UNI is also investing in new programs like Nursing and Automation Engineering Technology, which respond directly to Iowa's workforce needs.



### EMPOWER:

#### *Equipping Students with the Tools for Success*

- + In the Next Step Program, developed by UNI's Nichole Zumbach Harken, EdD, students learn about everything from the logistics of relocating for a job to filing their own taxes for the first time.
- + UNI empowers students through hands-on learning experiences, such as the INSPIRE Conference, where students gain valuable skills that directly enhance their professional readiness and personal growth.



### INNOVATE:

#### *Preparing Students for a Future of Possibilities*

- + The Center for Civic Education exemplifies UNI's forward-thinking approach by combining academic innovation with community outreach. Through programs like Panthers Vote and workshops for educators, the center will promote civic discourse, support diverse viewpoints, and prepare students to be informed and engaged citizens.
- + Treytun Garcia, a Goldwater Scholar studying single-cell bacteria in wind caves, exemplifies UNI's commitment to innovative student learning through hands-on research opportunities. His work in astrobiology, combined with mentorship from faculty, demonstrates how UNI empowers students to engage in cutting-edge scientific exploration and prepares them for advanced research careers.



University of  
Northern Iowa®



# UNI BUILDING OUR TOMORROW

## CREATE

### Pathways to Success

For many students, balancing academics, adjusting to campus life, and preparing for career success presents significant challenges. Our strategic initiatives are designed to create a supportive and effective learning environment.

- + **Retention Rates:** Our strategic focus on student success has resulted in an average 5-year retention rate of 83%, demonstrating our commitment to keeping students on their educational paths.

## EMPOWER

### Fueling Student Potential

UNI offers students comprehensive support services and academic resources—career services, academic advising, and innovative learning experiences. These resources ensure that students are equipped to overcome potential setbacks and stay on track toward graduation.

- + **Transfer Students Success:** The growing success of transfer students at UNI shows how these support systems directly impact student success. With 75% of new transfer students coming from Iowa's community colleges, it's clear that these resources play a role in their smooth transition and ultimate graduation.

## INNOVATE

### For the Future

At UNI, we not only meet current market demands but also anticipate the future needs of Iowa's economy. Our graduates are not only well-prepared but also highly sought after in their respective fields.

- + **Career Success:** With 98% of our graduates securing employment or furthering their education within six months of graduation, UNI's impact extends well beyond the classroom, contributing to a stronger workforce and community.