

# A VISIONARY MISSION FOR STUDENT LEARNING, RESEARCH EXCELLENCE, AND SERVICE

September 2024



## INSTITUTIONAL GOALS

- Provide multiple pathways to higher education credentials for students with different needs.
- Commit to success for all learners.
- Build human, infrastructure, and resource capacity.
- Engage in innovative discovery, invention, and application of knowledge.
- Create and develop competitive advantages.

## STRATEGIC DOMAINS

- Undergraduate Core
- Research, Medicine and Health Sciences, Health Care
- Workforce Development, Adult and Continuing Education, Education of the Future

## OPERATIONAL VALUES

- Student-centeredness
- Inclusivity
- Entrepreneurship
- Accountability
- Engagement
- Teamwork
- Transparency
- Resilience

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## MISSION STATEMENT

Rowan University will become a new model for higher education by being **inclusive, agile, and responsive**, offering diverse scholarly and creative educational experiences, pathways, environments, and services to meet the needs of all students; maintaining agility by strategically delivering organizational capacity across the institution; and responding to emerging demands and opportunities regionally and nationally.

*\*Approved June 14, 2017 by the Rowan University Board of Trustees.*

## STRATEGIC PILLARS

### ACCESS

We are committed to expanding quality educational opportunities for students by increasing our enrollment capacity; supporting student success and well-being; utilizing an increasing array of pedagogies, modalities, and platforms; and creating new pathways to undergraduate, graduate, post-graduate, and professional studies.

### AFFORDABILITY

We are committed to keeping higher education affordable by containing the cost of education for students; providing equitable financial assistance; reducing student debt; and ensuring that students and families achieve a sustainable return on their investment.

### QUALITY

We are committed to providing rigorous, experiential, and engaging educational experiences; support for scholarly, creative, and research activities; meaningful internship and employment opportunities for our students; a vibrant and healthy campus life; a rich intellectual, cultural, and artistic environment; and a safe, supportive and inclusive culture that respects and values the diversity of all of its members.

### ECONOMIC ENGINE

We are committed to benefiting our local and state communities by partnering with industry and regional businesses and organizations; preparing an educated citizenry and skilled workforce; enhancing the health of our citizens and their quality of life; and developing innovative products, services, and ideas.