Key Strategy - To reach an enrollment of 20,000 students within ten years in a fiscally responsible manner while strengthening high academic standards.

Progress will be calculated by reviewing enrollment reports specifically looking at enrollment trends, undergraduate/graduate student enrollment, new student enrollment, and enrollment by division. Credit hour production will also be tracked.

Goal 1 – Maintain and enhance an innovative and vibrant educational environment that supports teaching and promotes learning.

Performance Indicators:

- Retention Rates
- Completion/Graduation Rates
- Student Licensure/Professional Exam Success
- Student Success at Graduate/Professional School Admissions
- Post-Graduation Employment Success
- Average time spent with learning activities
- Student Participation Rates
- Levels of student perceptions of engagement
- Student assessment of general education competencies
- Assessments of SLO’s in academic programs
- Enrollment by racial categorization
- Recruitment of diverse student population which are relatively similar in academic qualifications
- ACT scores by race/ethnicity
- Availability and sufficiency of technology resources for student and faculty such as computers, computer labs, science labs
- Size and appropriateness of library collections as compared to peer/aspirational institutions and as perceived by faculty and student
- Survey of university community
- Tracking of faculty hiring processes
- Faculty perceptions about institutional recognition and appreciation of faculty work
- Tracking participation and activity rates
- Tracking patterns of faculty workload
- Availability, utilization, and satisfaction of distance education for completely online and blended
- Levels of participation in international programs and/or opportunities
- Student perceptions of global perspectives
**Goal 2** – Advance the research, discovery, and creative activities of the University.

Performance Indicators:
- Grant proposals and grant
- Increasing numbers of partnerships, patents, etc
- Economic Impact Study
- Reports of faculty scholarly and creative accomplishments

**Goal 3** – Enrich the quality of student life and the living/learning environment.

Performance Indicators:
- Student perceptions of their academic and social experiences
- Student perceptions of academic support services
- Level of student participation in campus activities and events
- Levels of Student Engagement and Student perceptions of support services
- Student Perceptions of safety and Crime Statistics
- Demographic distribution of student body, faculty, and staff
- Student perceptions of institutional emphasis on diversity
- Level of student involvement in leadership roles
- Students perceptions of institutional emphasis on being an active and informed citizen
- Students perceptions of University facilities
- Faculty perceptions of the suitability of University facilities for teaching and learning
- Faculty perceptions of the accessibility of University facilities for teaching and learning
- Faculty perceptions of the availability of technology for instruction
- Faculty and staff participation with student organizations and activities
- Student perceptions of faculty involvement with students outside of academic settings
- Number of co-sponsored programs/events

**Goal 4** – Deliver high-quality health care programs that enhance the health and well-being of the community.

Performance Indicators:
- Healthcare ratings by external agencies
- Patient perceptions of healthcare
- Review of hospital finances

**Goal 5** – Strengthen the financial standing of the University using strategies that recognize and address financial and market realities in higher education.

Performance Indicators:
- Fall Semester credit hour production report enrollment
- Revenues received from tuition and fees
• Admission Standards and Recognition of USA students by external agencies
• Track state appropriations
• Track F&A reimbursements
• Track the number of donors and track the number of gifts received
• Track value of gifts and pledges and Monitor restricted net assets
• Membership Reports
• Track support provided by the USA Foundation
• Monitor unrestricted net assets

*Goal 6* – Expand and extend the cultural, public service, athletic and economic development impacts of the University.

Progress will be evaluated by examining the following:
• University-sponsored cultural programs/presentations
• University-sponsored artistic programs
• Level of student involvement in community service activities and Level of student awareness of service learning
• Level of faculty involvement in community service activities
• Level of alumni involvement in community service activities
• Attendance at athletic events
• Attendance at cultural events
• Reports, presentations, and conferences sponsored by the University
• Involvement in key events
• Involvement in key events
• Involvement in key events