

Washington State University will be one of the nation's leading land-grant universities, preeminent in research and discovery, teaching, and engagement.

## EXCEPTIONAL RESEARCH, INNOVATION & CREATIVITY

**Goal 1:** Increase productivity in research, innovation, and creativity to address the grand challenges and opportunities of the future.

**Goal 2:** Further develop WSU's unique strengths and opportunities for research, innovation, and creativity based on its locations and land-grant mandate to be responsive to the needs of Washington state.

**Goal 3:** Advance WSU's reach both nationally and internationally in existing and emerging areas of achievement.

## TRANSFORMATIVE STUDENT EXPERIENCE

**Goal 1:** Provide an excellent teaching and learning opportunity to a larger and more diverse student population.

**Goal 2:** Provide a university experience centered on student engagement, development, and success, which prepares graduates to lead and excel in a diverse United States and global society.

**Goal 3:** Improve curricular and student support infrastructure to enhance access, educational quality, and student success in a growing institution.

## OUTREACH & ENGAGEMENT

**Goal 1:** Increase access to and breadth of WSU's research, scholarship, creative, academic, and extension programs throughout Washington and the world.

**Goal 2:** Expand and enhance WSU's engagement with institutions, communities, governments, and the private sector.

**Goal 3:** Increase WSU faculty, staff, and students' contributions to economic vitality, educational outcomes, and quality of life at the local, state, and international levels.

## INSTITUTIONAL EFFECTIVENESS

Diversity, Integrity, and Openness

**Goal 1:** Create and sustain a university community that is diverse, inclusive, and equitable.

**Goal 2:** Cultivate a system-wide culture of organizational integrity, effectiveness, and openness that facilitates pursuit of the institution's academic aspirations.

**Goal 3:** Steward and diversify resources invested by students, the public, and private stakeholders in a responsible way to ensure economic viability of the institution.

**Quality and Excellence:** We are committed to providing quality and excellence in all our endeavors.

**Integrity, Trust, and Respect:** We are committed to ensuring trust and respect for all persons in an environment that cultivates individual and institutional integrity in all that we do.

**Research, Innovation, and Creativity:** We are committed to the pursuit of inquiry and discovery and to the creation and dissemination of knowledge.

**Land-Grant Ideals:** We are committed to the land-grant ideals of access, engagement, leadership, and service to bring the practical benefits of education to the state, nation, and global community.

**Diversity and Global Citizenship:** We embrace a worldview that recognizes and values the importance of domestic and global diversity, global interdependence, and sustainability.

**Freedom of Expression:** We are committed to the free exchange of ideas in a constructive and civil environment, including the canons of academic freedom in research, teaching and outreach.

**Stewardship and Accountability:** We are committed to serving as ethical and responsible stewards of University resources.