Florida Gulf Coast University
Strategic Directives 2003-2008

Strategic Directive 1: Student Recruitment
Recruit and attract a diverse and academically-talented student body relative to the resources provided by the State of Florida.

Strategic Directive 2: Student Success
Retain and graduate the best undergraduate students from Florida and the nation by providing challenging and innovative approaches to learning and civic engagement. Foster the academic growth and professional development of the best graduate students in the region through applied master's degrees, and recruit the best candidates from Florida and the nation for graduate work in selected programs.

Strategic Directive 3: Academic Programs
Promote nationally recognized undergraduate programs distinguished by student research and scholarship opportunities. Continue to develop applied master's degrees appropriate for the region, and begin exploration for doctoral programs aligned with state needs.

Strategic Directive 4: Student Life
Promote the intellectual, social, and character development of all students through quality teaching and advising, dedicated career preparation and placement, and active student life programs. FGCU will encourage community responsibility, foster an understanding of diversity, and advance ethical values in theory and practice.

Strategic Directive 5: Research and Service
Serve as an intellectual center for southwest Florida through research and service, while contributing to the economic growth, environmental sustainability, and cultural richness of the region.
Categories for Objectives – within each of the five (5) Strategic Directives

1.1 Enhance features, programs, technology, quality.
1.2 Increase resources, capacity, flexibility.
1.3 Improve reputation, diversity.
1.4 Marketing, PR, Recruiting...
1.5 Plan, manage, enrolment growth

STUDENT RECRUITMENT

2.1 Provide prizes, scholarships, facilities, funding...
2.2 Enrich educational experiences
2.3 Facilitate (counsel, guide assist) students' progress...
2.4 Increase retention and graduation rates
2.5 Strengthen and support the institutional context...

STUDENT SUCCESS

ACADEMIC PROGRAMS

3.1 Promote and strengthen academic programs
3.2 Provide exemplary (new and revised) programs
3.3 Acquire and equip qualified faculty
3.4 Program accountability for Student Learning Goals
3.5 Support academic programs

STUDENT LIFE

4.1 Provide technology and services needed by students
4.2 Physical well-being of students through systems of care...
4.3 Foster and support student organizations and events...
4.4 Monitor student satisfaction, engagement
4.5 Channels and resources for students to get advice...

RESEARCH and SERVICE

5.1 Secure grants, other funding; build research capability
5.2 Provide support systems, tools and needed technology
5.3 Explore and establish, community links, partnerships
5.4 Promote, publish, exchange information...
5.5 Expand research activities, opportunities on campus