

Framework for UPEI Strategic Action Plan – December 10, 2012

2012 has been a strong year of input, discussion, and idea sharing. Based on this dialogue, we are moving forward with Strategic Action Planning. Five priority areas (that have been identified within the pillars of the UPEI Vision Document and subsequent Dare to Dream campaign) are identified in the framework below.

1. Programs & Priorities

Academic program evaluation – for both existing and future programs – will be a priority as we move forward. Program evaluation that works to ensure continual improvement of the quality of our educational programs underlies our commitment to student success, shared responsibility, and accountability. Hand-in-hand with evaluation is our need to more closely examine emerging areas of study and how we can best adapt to meet evolving student learning needs and expectations. Quality and relevance must be our outcomes.

2. Student Life

Learning and growth take place both inside and outside the classroom. It is vital for the success of our institution that our campus cares about strategic action planning that addresses student development from both perspectives. We will further focus on creating an enriched learning environment that fosters student success through engagement on a broad level to ensure we maximize opportunities for learning (including a strong focus on experiential learning) and enjoyment of our beautiful campus.

3. Faculty and Staff Development

The growth and development of our people is critical to student success and institutional sustainability. The quality of teaching we offer, our commitment to teaching development, and the professional development of our faculty and staff define us as a learning institution. Development of faculty and staff will be a priority for our future growth.

4. Strategic Enrolment Management (SEM) Planning

SEM will be central to UPEI's long term strategic growth by increasing enrolment and student success, while stabilizing institutional revenues. We will work to develop SEM as a highly-collaborative, institution-wide responsibility that will enable UPEI to better mitigate risks associated with the fiscal climate, challenging demographic forecasts, increasing competition within the Canadian post-secondary landscape for both domestic and international students, and evolving student expectations.

5. Community Engagement & Accountability

UPEI has many stakeholders with varied expectations. However, two in particular – the desire for effective communications and the expectation of accountability for what we do – are shared by all our publics. Enhancing our communications and building on our level of interaction with UPEI's numerous communities is a priority. We will also build upon our strong commitment to open process and dialogue – as demonstrated over the past year – to enhance accountability and transparency with faculty, staff, students, alumni, government, funding partners, and donors.

As budget planning progresses over the coming weeks, this framework will be more fully developed by our Vice Presidents to include details, related initiatives, and milestone dates. A reporting framework will also be developed so the campus community and stakeholders will be able to follow the progress of our Strategic Action Plan implementation.