

2002-2007 Strategic Objectives USF Lakeland

Mission

USF-Lakeland exists to expand the teaching, learning, and research opportunities of the rapidly growing and historically underserved West-Central Florida region. We seek to expand knowledge, promote integrity, and enhance opportunity for all.

Goal: Increase enrollment of high-quality, diverse students.

USF Lakeland will build an integrated learning community that stresses appreciation for scholarship, encourages and expects the highest levels of academic rigor, and provides interpersonal support and opportunities for personal fulfillment and student success. *This goal corresponds directly with University of South Florida's institutional five strategic goals, number 1.*

Action Steps over a five-year period:

- Recruit, support and retain high-quality students in degree paths that can be completed locally.
- Increase enrollment by 500 students.
- Foster integrated, flexible, "user-friendly" partnerships with central Florida community colleges, including but not limited to, Polk Community College, South Florida Community College, and Hillsborough Community College, Plant City campus.

Goal: Support and Increase Faculty Research, Scholarship and Creative Activities

We seek to produce and support scholars and practitioners who are among the best in the world, dedicated to creative enterprises, new ideas, technologies, and knowledge. At the center of this endeavor is the maintenance of a learning community in which all are dedicated to the discovery, creation, communication, and preservation of knowledge. *This goal corresponds directly to University of South Florida's institutional five strategic goals numbers 2. Increase number of faculty awards, and 3. National research presence.*

Action Steps over a five-year period:

- 25% increase in the number of grant/research applications and projects.
- 25% increase in the number of publications and presentations of research findings.
- 25% increase in the number of opportunities for University-community engagement.
- Increase, from 18 to 30 (67%) the number of full-time faculty
- 25% increase in the number of references in local and national publications.
- 10% increase in the number of faculty awards.
- Host a national research symposium

USF Lakeland Strategic Objectives, cont.

Goal: Enhance Funding: Establish and Increase Endowment

This goal corresponds directly to University of South Florida's institutional five strategic goals number 4.

Action Steps over a five-year period:

- Establish a development office at USFL.

- 50% increase in endowment funds.
- Create and submit an RFP for land donation.

Goal: Enhance the Quality of Faculty, Staff, and Student Life

USF-Lakeland will integrate the powerful and important function of a research university into the life of our community and service area, with programs based upon student demand, regional demand, and future employability. In order to meet this goal, USF-Lakeland will continue to build a strong physical infrastructure. *This goal corresponds directly with University of South Florida's institutional five strategic goals, number 5.*

Action Steps over a five-year period:

- 30% increase in the number of square footage dedicated to faculty and research.
- 25% increase in physical structure improvement via budget investment.
- Create, support, and maintain technologically “smart” classrooms.
- 25% increase in the use of technology by instructors, as related in curriculum development and course syllabi, and by students, as reflected in course hands-on assignments and projects.
- Annual review and upgrade of technology equipment to remain current in the field.