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OBJECTIVE
Our goal is not to create another strategic plan. Rather, we’re taking the dozen-plus planning documents currently in play and distilling a clear sense of how these manifold efforts align and aggregate from a prioritization standpoint.

IMPACT
Having a clear understanding of our institutional priorities will help drive our most critical decisions, including: new investments in academic programs, teaching and research, the foci for our next comprehensive fundraising campaign, the sequencing of the campus master plan, our capacity for debt, and so on.

LEARN MORE
www.uc.edu/thirdcentury

Sharpened Vision
The University of Cincinnati’s third century will be defined and propelled by a focused, sustained investment in people—in our faculty, students, staff, and alumni.

INVESTING IN FACULTY & STAFF
How do we provide better support for faculty and staff success?

LEVERAGING RESEARCH
What research strengths will propel our third century?

REIMAGINING THE STUDENT EXPERIENCE
How do we help our students reach their full potential?

EXCELLENCE IN E-LEARNING
What will a unified, innovative vision for e-learning enable us to achieve?

BUILDING THE RESOURCE BASE
How do we generate and direct more resources in service to our academic priorities?

At a Glance
We have the honor and responsibility to ready this remarkable institution for its 200th birthday in 2019. And as great as that bicentennial moment will be for our campus community, greater still is the opportunity for us to fundamentally shape the foundation of this University’s next vista, our third century.

Our primary aim for Creating Our Third Century is to further define who we are, where we’ll focus, why we matter, and how each of us can contribute to this forward momentum. In doing so, we’ll reaffirm our core mission—of teaching, research, and engagement—as well as unlock a vision that is uniquely UC.
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