Question: What are the Unique Attributes of the University of Cincinnati?

- **Academic/Research (15 comments)**
  - Open access and selective colleges (6 comments)
  - Co-op (3 comments)
  - Practical (2 comments)
  - Comprehensive research extensive (2 comments)
  - Incongruity between the number of prominent programs and the overall rating of the university (1 comment)
  - A rapidly growing research enterprise (1 comment)

- **Environmental (6 comments)**
  - Urban main campus (3 comment)
  - Suburban branch campuses (1 comment)
  - East/West structure on main campus (1 comment)
  - Rapid and successful transformation of the physical plant (1 comment)

- **Administrative/Organization (5 comments)**
  - Complex (1 comment)
  - Decentralized/Local control over expenditures (1 comment)
  - Branch campus have more independence than colleges on main campus (1 comment)
  - Lack of an overall marketing plan (1 comment)
  - Unionized faculty (1 comment)

- **Students (3 comments)**
  - Few international undergraduate students (1 comment)
  - A diverse student body (1 comment)
  - Commuter orientation (1 comment)

- **History (2 comments)**
  - Collection of colleges that joined over the last 150 years (1 comment)
  - Went form private to city to state (1 comment)
Town Hall 1
Content Analysis from Small Group Discussions

Question: What are the University of Cincinnati’s Aspirations?

- **Academic Excellence (23 comments)**
  - A center of innovation and change (5 comments)
  - A top 20 or higher rated university (3 comments)
  - University of choice for families of UC employees (3 comments)
  - Always striving toward excellence (3 comments)
  - A clearly articulated academic vision (3 comments)
  - Continue the balance between open access and selectivity (2 comments)
  - Jewel of the City (1 comment)
  - Global leader (1 comment)
  - Good articulation between liberal and professional education (1 comment)
  - Strong interdisciplinary programs (1 comment)

- **Financially Sound (8 comments)**
  - Self-sufficient (2 comments)
  - Performance based (2 comments)
  - Strong alumni giving (2 comments)
  - Fully developed marketing plan (1 comment)
  - Less dependent on the state (1 comment)

- **Community Focused (8 comments)**
  - Resource for city and community (4 comments)
  - Resource for industry/business (2 comments)
  - Responsive to societal needs (1 comment)
  - Responsive to local schools (1 comment)

- **Excellent Students (7 comments)**
  - Good Retention (2 comments)
  - Graduates that become leaders (2 comments)
  - Strong recruitment plan (1 comment)
  - Attractive to students outside of the region (1 comment)
  - Graduates maintain a relationship to UC (1 comment)

- **Excellent Faculty (5 comments)**
  - Hire and retain the best faculty (2 comments)
  - Emphasis on faculty development (1 comment)
  - Better assessment of teaching (1 comment)
  - Better assessment of faculty (1 comment)

- **Collaboration (4 comments)**
  - A sense of community among colleges (2 comments)
  - Seamless transitions between local school and colleges (including UC’s branches [1 comment])
  - Strong collaboration between east and west campuses (1 comment)