Goal 1: Place Students at the Center
Become a university of choice, a destination campus, by keeping students at our core.

Action 06

Goal 2: Grow Our Research Excellence
Envisioning a world-class research university to benefit society, have meaningful economic impact and enhance the quality of life for all.

Action 96

Goal 3: Achieve Academic Excellence
Encourage an environment of high-quality, well-rounded scholarship.

Action 06

Goal 4: Forge Key Relationships
Stabilize and nurture relationships with partners and donor communities as well as with local and global communities.

UC|21 Diversity Task Force

Goal 5: Establish a Sense of Place
Develop an environment where numbers of the campus community and the community at large will want to stop, spend time – working, learning, living, playing and staying – and ensure long-term support to build a better Uptown in our neighboring communities.

Action 06

Goal 6: Create Opportunity
Develop potential, not just in our students, but in our local and global communities.

Action 06

Headed for Success – Student retention improves at FoREcASt ’07. Experience programs became mandatory in some colleges and near 100 percent participation in others.

Data-Driven Decision-Making – New tools to inform policy-making spread at UC, particularly in the Faculty Survey of Student Engagement to help identify areas of strength and improvement in the educational experience.

City Fellows – The number of students studying abroad jumps 15 percent over previous year, while UC appoints recruiting reps in India to start building a global undergraduate recruitment network.

Current Events – Cooperative education programs expanded to work with alternative lifestyles. For promoting racial/ethnic diversity, gender and alternative lifestyles.

UC|21 Diversity Task Force – Presidential task force develops overall strategy and action plan for promoting racial/ethnic diversity, gender and alternative lifestyles.

UC|21 University-wide celebration salutes UC's world-renowned scholarship. University-wide celebration salutes UC's world-renowned scholarship.
Our vision, core values

UC|21 embraces a set of core values that are essential for the new urban research university in meeting the challenges of the 21st century. These ideals keep our strategic vision focused and true to our aspirations and dreams.

Our vision builds on UC’s Just Community Initiative, endorsed by the university in 2000 to promote community, justice, excellence, credit, integrity, openness and responsibility. UC|21 identifies six guiding principles that build on our rich heritage as an agent of transformation and discovery, while underscoring our commitment to serve a rapidly changing world and local Cincinnati community. These principles are:

- Scholarship
- Citizenship
- Stewardship
- Leadership
- Partnership
- Cultural Competence

New approaches

Our aspiration to define the new urban research university calls on UC to be a true innovator, adopting new ways of pursuing the academic enterprise. UC|21 is developing our capacity for change and commits us to go about the business of higher education more strategically.

Our vision is driven by a number of strategic engines, including a budget reorganization tied to our six goals, a new approach to budget prioritization and fiscal planning that is driven by academics as well as the ongoing activities of our distinguished colleges and administrative units. UC|21 also involves a challenging set of stretch goals set by President Zimpher, a plan to increase our revenues through strategic enrollment planning and entrepreneurial growth, as well as a profound commitment to assessment, accountability, and data-driven decision making. Building on the efforts of the Faculty Senate, UC|21 is in the process of a full review of the university’s governance and committee structures.

UC|21: Making strides

UC|21: Defining the New Urban Research University is the University of Cincinnati’s strategic vision for charting its academic course. It was unveiled in 2004 at the inauguration of President Nancy L. Zimpher after an unprecedented consultation process. The “21” is shorthand for our aspirations to become a leader in the 21st century. Our UC|21 goals build on the nationally acclaimed physical renaissance the campus has experienced over the last 16 years. Similarly, our UC|21 vision is transforming our university as we make progress on our goals. Evidence that we are making strides is revealed in new ways nearly every day.

Scholarship
Citizenship
Stewardship
Leadership
Partnership
Cultural Competence

Report card

Taking our vow to be accountable to heart, President Zimpher issues an annual report card to the community on UC|21. This year’s report will be issued in September. This annual assessment provides us with crucial indicators of our progress. UC|21, after all, represents a set of high expectations that we have gathered from a wide range of stakeholder groups, both internal and external. We will meet these expectations only if we hold ourselves accountable in an open and candid way.

On the Web

Full details of our consultation process leading up to UC|21 can be found in our Technical Report on the academic planning Web site: www.uc.edu/uc21