

Creating Our THIRD CENTURY

Defined and propelled by a focused, sustained
investment in people.



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.

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

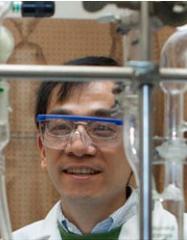
Sharpened Vision

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 fullest 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?

**2015 CREATING OUR
THIRD CENTURY**

April 2014

**2014 RESEARCH
PATHWAYS**

January 2014

**2012 ACADEMIC
MASTER PLAN**

May 2012

2010 UC2019

September 2010

PROCESS

From UC2019 to the Academic Master Plan to the Research Pathways, more than 1,000 of us have contributed to the sharpening of UC's vision for 2019 and beyond.



FAQs

Q: Is this another strategic plan?

A: No. This is a sharpening of the vision set forth in the UC2019/Academic Master Plan. We're simply aiming for better alignment and prioritization.

Q: Will the initial investments in the UC2019/Academic Master Plan continue?

A: Yes, as long as the desired impact is evident.

Q: Are the UC2019/Academic Master Plan targets still relevant?

A: Yes, but we'll review and revise the targets as our efforts evolve, ensuring that the primary emphasis remains on quality instead of quantity.

Q: Will additional resources be directed to these priorities?

A: Yes, we'll redeploy existing resources as well as build the next comprehensive fundraising campaign around these priorities.

Q: Where can I learn more about Research Pathways?

A: <http://research.uc.edu/home/thirdCentury.aspx>

Q: How do I get involved?

A: Share your feedback via the website www.uc.edu/president/thirdcentury

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