Goal 1: Place Students at the Center

UC ART – New UC Alumni Recruitment Teams tap alumni representatives from around Ohio and across the country to create a diverse UC alumni body.

ACTION ’05

FORECAST ’06 National Merit Scholars – New UC21 scholarships for National Merit Scholars attract more academically talented students.

Goal 2: Grow our Research Excellence

Build on UC’s greatness as a research university to benefit society, have meaningful economic impact and enhance the quality of life for all.

ACTION ’05

Traversing the NIH Road Map – Major new center in neuroscience and major grant in cardiovascular research are just two ways UC is “locating” itself on the big science Road Map of the National Institutes of Health.

Goal 3: Achieve Academic Excellence

Encourage an environment of high-quality learning and world-renowned scholarship.

ACTION ’05

Strategic Enrollment Management – Integrated enrollment planning links recruitment and retention efforts and employs collaborative approaches to setting and achieving enrollment targets.

CAT – More than 38 percent of first-year students entering UC with learning deficits get up to speed and transfer intoke and career advisors – UC Career Center works with UC faculty to improve placement rates.

Goal 4: Forge Key Relationships and Partnerships

Establish and nurture relationships and partnerships, with our colleagues within the university and with local and global communities. This increases a true commitment to community engagement.

ACTION ’05

Triple Forces – UC, Xavier University and Northern Kentucky University discuss possible collaborations to better serve the region, including a successful transfer agreement.

UC21 Collaboration – Ohio’s three major research universities – UC, Case Western Reserve and Ohio State – meet to explore possible alliance to advance the state’s standing and competitiveness.

Goal 5: Establish a Sense of Place

Develop an environment where members of the campus community and the community at large want to spend time – learning, living, playing and staying; provide long-term support to build a better Uptown in our neighboring communities.

ACTION ’05

Uptown Consortium – Partnership with Cincinnati Children’s Hospital Medical Center, The Health Alliance, Tri-Health and Cincinnati Zoo and Botanical Gardens works to improve the quality of life in neighboring communities.

MainStreet Momentum – Key programming turns new student union and pedestrian-friendly corridor into a great place for fun, food and intellectual pursuit.

Goal 6: Create Opportunity

Develop potential, not just in our students but in our local and global communities.

ACTION ’05

We’re All UC – New annual faculty/staff campaign helps raise funds for scholarships, UC21 initiatives and more.

50 in 5 – New task force form to increase in new revenue by 50 percent in five years through strategic enrollment planning and entrepreneurial growth, resulting in new new programs and more opportunity for students.

Leadership Development – New speakers series for faculty and staff leaders on the guiding principles.

FORECAST ’06

Workforce Development – The 50 in 5 Task Force devises new and more coordinated ways to meet the region’s workforce development needs.

Students UC – Major exhibit and fair share the spotlight on a wide spectrum of innovative UC research, scholarship and creative endeavors.

EdVenture Capital Program – New initiative unleashes the power of entrepreneurial entrepreneurship to create learning programs that the marketplace demands.

World of Opportunity – Reconception and expansion of global efforts raises UC’s international profile.
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, performance-based budgeting, administrative actions, an exhaustive implementation proposal process, and college and unit alignment efforts. UC|21 also involves a challenging set of stretch goals set by President Zimpher, a 50 in 5 plan to increase our revenues by 50 percent in five years through strategic enrollment planning and entrepreneurial growth, as well as a profound commitment to assessment, accountability, and data-driven decision making. In conjunction with the Faculty Senate, UC|21 has begun a full review of the university’s governance and committee structures.

Report card

Taking our vow to be accountable to heart, UC|21 will launch an annual report card to the community, beginning with a presentation to the Board of Trustees in June 2005. This report will provide 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. In addition, students, parents, alumni and other members of the community can look for more details on our future plans in a user-friendly report to be posted online beginning in September 2005: www.uc.edu/uc21

At the hands of many

UC|21 resulted from months of discussion and consultation at an unprecedented level of participation. A wide range of UC stakeholders, including students, faculty, staff, alumni, corporate partners, donors, neighbors, and civic and social service leaders, were invited to take part. Called together by President Nancy L. Zimpher, more than 240 people worked in a series of Town Hall meetings focusing on the university’s future. Additional insight came from over 2,400 people who participated in more than 90 input sessions hosted by UC colleges and units. Another 300 people also voiced opinions via the academic planning Web site, which accrued literally thousands of visits. Drawing upon those collaborative efforts, President Zimpher unveiled UC|21 on May 21, 2004, when she was installed as UC’s 23rd president.