The Russ Vision:
The Russ College Strategic Plan

PURPOSE
A general statement that differentiates the Russ College from other institutions and indicates our function and constituencies.

To educate “meta-engineers and -technologists,” (exceptionally well-prepared engineering and technology leaders of the future, who throughout their careers will be in demand as leaders by university, government and industry), create and expand engineering and technology knowledge, support the engineering and technology professions, and serve as a technical resource for public concerns.

VISION
How things will look when we get where we want to be, ten or more years in the future.

To be a top-tier engineering and technology college (top 25) as measured by the demand for students to attend, demand from prospective faculty and staff to be employed, demand from the public for our knowledge and research, demand from employers for our graduates, and demand from benefactors to support the College’s values and vision.

Success will be measured according to the following goals, and the drivers that support them:

1. Increasing undergraduate enrollment to 2100
2. Increasing the yield rate of prospective undergraduate students with ACT scores greater than or equal to 30, to 50 percent
3. Maintaining the six-month job placement rate for undergraduates at higher than 95 percent
4. Increasing MS enrollment to 235 residential and 325 online students
5. Increasing PhD enrollment to 180
6. Maintaining the proportion of faculty interviewees from top 40 ranked programs at 50 percent
7. Increasing the level of sponsored research funding to $400,000 annually per research faculty member, on average
8. Maintaining endowment value at $2 million per tenure-track faculty member

MISSION FUNDAMENTALS
A specific statement that reveals our sustainable competitive advantages and the unique characteristics of what we do best.

Educational Activities:
Provide a learner-centered, student-engaged education, producing graduates who understand the societal, economic, environmental, and social implications of their work, and who are poised to become leaders in university, government, and industry and contribute to improving the human condition. The Russ College is committed to affording students the opportunity to participate in entrepreneurial experiences both at the university and later in life.

Research/Scholarship:
Lead world-class, collaborative research and scholarship in energy and the environment, and air and ground transportation infrastructure; expand and deepen research in biomolecular diagnostics and therapeutics; and explore new areas of discovery aligned with Russ College expertise and of enduring significance.
Service/Professional Activities:
Contribute to the engineering and technology professions, serve as a technical resource on matters of concern to the public, and commercialize viable technologies developed in the Russ College.

MISSION SUPPORTING PRIORITIES
Operational Efficiency:
Maintain the cost of instruction and research at or below national benchmarks and responsibly steward public and private funding sources.

Faculty/Staff Support:
Recruit, retain, and enable faculty and staff in their pursuit of the mission fundamentals and be among the most professionally rewarding workplaces in higher education.

Support of the Ohio University Dashboard:
Ensure the alignment of the Russ Vision with Ohio University’s strategic and supporting priorities and maintain the Russ College’s reputation as a good university citizen.