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. Maintaining undergraduate enrollment at a minimum of 2,100
2. Increasing the yield rate of the Russ College prospective entering class to 38 percent
3. Increasing the yield rate of prospective undergraduate students with ACT scores greater than or equal to 30, to 50 percent
4. Maintaining the six-month job placement rate for undergraduates at higher than 95 percent
5. Maintaining graduate enrollment at a minimum of 350 total, with a minimum of 100 doctoral students
6. Increasing the proportion of faculty interviewees from Tier I programs to 50 percent
7. Raising the level of sponsored research funding to $400,000 annually per research faculty member, on average
8. Increasing endowment value to $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.
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.