Prompted by an interest in narrowing the scope of the Five Year Vision Ohio Implementation Plan (FYVOIP) and by new planning realities stemming from the impact of the recession, the Board of Trustees requested that University leadership identify key strategic planning elements and construct a more focused strategic plan.

The deans and executive staff reviewed the original plan during the summer of 2009 and endorsed a document containing six strategic priorities that they then shared with the Board of Trustees before their August 2009 retreat. The Board used the retreat to produce a strategic priorities document on which they reached a consensus during the October Board of Trustees meeting.

Executive Vice President and Provost Benoit charged the Vision Ohio Steering Committee (VOSC), a university-wide committee with representatives from each constituent group, with reviewing the two documents, seeking input from their constituents on them, and ultimately producing a single set of strategic priorities that corresponded to existing strategic planning areas. The deans and executive staff, heads of the constituent senates, and all chairs and directors of academic units then completed a prioritization exercise using the VOSC set of priorities. The results of the exercises were compiled and served as the basis for the Board of Trustees’ discussion at its January meeting.

After the January meeting, the campus community had the opportunity to review the proposed priorities and provide comments. The comments were reviewed by VOSC and adjustments were made. The priorities were presented again at the April Board of Trustees meeting in the following form:

(1) Enhance the quality of the undergraduate curriculum and the graduate curriculum through continuing assessment and the Q2S transition.
(2) Bolster graduate education and associated efforts of faculty in research and creative activity.
(3) Establish effective strategic short-term and long-term enrollment planning to ensure recruitment goals (quality and mix of students) and revenue projections are met.
(4) Institute effective compensation policies and practices to ensure that talented faculty, administrative staff, and classified staff are rewarded and retained.

(5) Launch a $350 million dollar capital campaign focused on supporting core academic initiatives.

(6) Improve the institution’s financial strength so that fiscal and capital resources are stable and permit ongoing strategic investment.

While work proceeded on the priorities, the President led a university-wide process to create a vision statement for the university. The new University Vision Statement (endorsed by the Trustees at the June 2010 meeting) states that “Ohio University will be the nation’s best transformative learning community where students realize their promise, faculty advance knowledge, staff achieve excellence, and alumni become global leaders”

In May 2010, President McDavis announced the advent of a multi-year planning approach for Ohio University. In making his announcement, he referenced the strategic planning work, which yielded six strategic priorities and a Vision Statement.

The priorities and the new University Vision Statement were used to construct a more focused strategic planning platform, Vision 2016, better suited to the needs of a multi-year approach. The first two priorities were expanded to the Four Fundamentals and oriented around the vision statement’s goal.

**Four Fundamentals**

- Inspired teaching and research dedicated to students’ academic success and focused on the connections between student learning and the advancement of knowledge and creative activity.
- Innovative academic programs that draw on the best traditions and practices in liberal arts, professional, and interdisciplinary education.
- Exemplary student support services committed to helping students fulfill their academic promise.
- Integrated co-curricular activities that foster a diverse environment of respect and inclusivity and facilitate students’ development as citizens and leaders.

The remaining four priorities have been designated as supporting priorities. These priorities help to align our resources in ways that will facilitate progress on the Four Fundamentals.

**Four Supporting Priorities**

- Set and meet long-term and short-term enrollment goals.
- Improve our financial strength.
- Complete our capital campaign.
- Establish effective total compensation for faculty and staff.
With these changes, the university is now approaching its strategic work through a refocused planning platform, Vision 2016, based on a 4x4 strategic approach.