## What is our essential core?

**OUR MISSION**
Preserve, advance and disseminate knowledge through research, education & service

**OUR PROMISE**
Together undaunted for a world of good — leading-edge student experience, public as a philosophy, proven impact and innovation mindset.

## What will the future look like?

**THE UW OF THE 21ST CENTURY**
More competitive, collaborative, technology-adept, nimble and diversified. Committed to strategic priorities of maintaining quality, staying true to our mission and providing solutions to society's most pressing issues.

## How do we get there from here?

**SUSTAINABLE ACADEMIC BUSINESS PLAN**
Purpose: Align activities with strategic priorities

### Drivers of change

**Financial Realities**
- Uncertain state and federal funding
- Need to diversify revenue streams

**Increased Competition**
- For the best students and faculty
- For affordable, quality higher education
- From traditional, international and for-profit institutions

**21st Century Trends**
- Ubiquitous Technology
- Changing Expectations
- Shifting Demographics

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## What are our long-term goals?

**SUSTAIN**
- Decrease Costs

**COMPETE**
- Increase Revenues
- Invest in People
- Invest in Infrastructure

**TRANSFORM**
- Increase Access

## What are our near-term goals?

- Decrease Costs
- Increase Revenues
- Invest in People
- Invest in Infrastructure
- Increase Access

## What are we doing well?

Existing efforts like those described in briefs, Provost reports, etc.

## What more can we do?

**KEY INITIATIVES**
- Population Health
- Innovation Imperative
- Race & Equity
- Transforming Enterprise Systems (HR/Payroll, Finance)