

UConn Operational Priorities (3-5 years)

I. Improve Enrollment Outlook (Rankings, Revenue Generation, New Opportunities for Students)

- a) Finalize and begin implementation of SEM Plan
- b) Improve retention and graduation rates for undergraduate and graduate students
- c) Identify new recruitment strategies and markets
- d) Improve rankings (i.e., U.S. News and World Report, Quacquarelli Symonds (QS), and Times Higher Education)

II. Continuous Improvement and Enterprise Effectiveness

- a) Establish a data-informed/outcomes-focused improvement and cost containment approach
- b) Maintain financial sustainability and resiliency
- c) Increase sense of community and belonging for students, faculty, and staff
- d) Increase industry collaboration and be more responsive to market demands and student readiness

III. Increase Academic and Research Profile (AAU, Rankings, Revenue Generation)

- a) Increase the effectiveness and efficiency of the academic and research enterprise
- b) Targeted faculty hires (e.g., eminent, national academies)
- c) Invest in key research areas of UConn strength, including a focus on federal priorities (i.e., AI, quantum, cancer, drug-delivery, and national security)
- d) Strategically leverage relationships with core global partners

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IV. Support Championship Culture & Competitiveness in Athletics (Revenue Generation, New Opportunities for Students)

- a) Increase revenue streams to ensure short and long-term financial sustainability of athletics and continued investment into programs
- b) Continue to thrive at the highest levels of intercollegiate athletics
- c) Strengthen and cultivate the championship culture (conference, regional, and national championships) within UConn athletics

V. Advance Fundraising Efforts & Engagement at the Foundation (Rankings, Revenue Generation, New Opportunities for Students)

- a) Grow annual raise via the campaign focused on students first, academic & innovation excellence, health & wellness, and Husky Pride
- b) Increase the endowment
- c) Grow alumni and constituent involvement to 1.5 million measurable engagement points by the end of the campaign, requiring at least 150,000 engagement touchpoints this year and next.
- d) Continue to meet or exceed the discrete goals and objectives outlined in the Statement of Work (SOW), such as those for UConn 2000 and regional campus objectives.