Florida Atlantic University is a dynamic, national public research university with campuses and sites strategically located along a corridor of more than 110 miles of coastline between America’s Everglades and the Atlantic Ocean.

Recognized for:
- Excellence in undergraduate education and the student experience
- Comprehensive graduate education
- Visionary and globally relevant research
- Transformative engagement with its global communities
The Aspiration

Florida Atlantic will pursue, with unbridled ambition, the intention of becoming the country’s fastest-improving public research university.

• We will recruit and retain the highest talent in faculty, staff and students.
• Our programs will develop in focal areas, known as Pillars and Platforms.
• We will concentrate on very strategic capital facilities projects.
• The organization efficiency of the university will be greatly enhanced.
• Most importantly we will “budget to the plan” not “plan to the budget.”
Boldness
A uniquely competitive and globalized student body.

- Recruit and retain nationally competitive students.
- Become the national model for diversity of the student body.
- Provide competitive financial support for students.
- Develop an academic support structure for timely student graduation.
- Develop athletic programs that achieve success in Conference USA and beyond.
- Elevate the levels of student success beyond graduation.

Synergy
Prominent teams of researchers and scholars.

- Recruit and retain outstanding faculty and graduate students.
- Implement a “customer service” approach to supporting faculty scholarship.
- Develop a capacity to promote economic development.
- Grow the research enterprise.
Place
Deep engagement with South Florida’s global communities.

- Institutionalize a culture of collaborative and experiential engagement with community partners that recognizes and values the dynamic and reciprocal exchange of knowledge.
- Develop or update a new Master Plan for each campus and site that provides a framework to guide the decisions on where to locate the university’s research, teaching, residential, athletic, and recreational priorities and programs.
- Build out the capabilities of FAU’s branch campuses.
- Partner with host communities to redevelop areas directly adjacent to campuses.

Quality
Continuously assessed and evolving best practices.

- Identify current and future campus leaders to engage in professional development opportunities.
- Leverage the technical expertise of staff members and encourage staff participation in operational improvements.
- Centralize areas to promote efficiency and effectiveness in student engagement, facilities management, institutional advancement, information technology and communications.
- Develop assessment tools.
Brand

National reputation for excellence.

- Formulate an eGlobal marketing plan that aggressively seeks recognition for accomplishments of faculty, staff and students.
- Develop “brand centers” on all campuses that promote engagement with surrounding communities and clearly communicate the strategic strengths of the institution and its stakeholders.
- Create an innovative branding and community outreach program that tells the Florida Atlantic story and engages FAU with the local community.
- Build partnerships with internationally recognized academic brands.
- Develop an Athletics brand that clearly communicates with a national audience.

Strategy

Prominent teams of researchers and scholars.

- Recruit and retain outstanding faculty and graduate students.
- Implement a “customer service” approach to supporting faculty scholarship.
- Develop a capacity to promote economic development.
- Grow the research enterprise.
PILLAR 1: Healthy Aging

- Health and wellness.
- Geriatrics and aging in place.
- Drug discovery.
- Health policy, health equity, and health economics.
- Stem cell research and regenerative medicine.

PILLAR 2: Neuroscience

- Dementia and Alzheimer’s disease.
- Psychiatric illnesses and mental health.
- Spinal cord injuries, eye disease, and cognition.
- Communication disorders.
PILLAR 3: Ocean Science and Engineering/Environmental Sciences

- Health of the Everglades and the Atlantic Ocean, including river basins.
- Harnessing energy from the environment.
- Technologies that contribute to national security.

PILLAR 4: Sensing and Smart Systems

- Sensor technology that can measure changes in the health of people or environments, and which advance automation.
Platforms

- Big Data Analytics: Develop tools to store, sort, and mine large datasets.
- Community Engagement and Economic Development: Work with communities to develop tools to address challenges and uncover solutions that promote community development and economic prosperity.
- Diversity: Identify and promote opportunities to diversify our students, faculty, and staff – and build institutional cross-cultural competencies.
- Global Perspectives and Participation: Identify opportunities to share technology, discoveries and learning with other institutions across the U.S. and the globe.

- Healthy and Environmentally Sustainable Campus: Identify opportunities to incorporate scholarship into campus operations.
- Leadership, Innovation and Entrepreneurship: Engage faculty, staff and students in professional development of leadership skills; Identify intellectual property, license IP and promote a culture of startup companies for faculty and students.
- Peace, Justice, and Human Rights: Develop programs that share best practices and promote tolerance and understanding of diverse cultures.
- South Florida Culture: The region as an international hub for the arts and the humanities.
- Undergraduate Research and Inquiry: Distinction through discovery and research experiences that promote scholarship and graduation.
The resulting plan will use Specific, Measurable, Assignable, Realistic, and Time-related (SMART) metrics.

At the institutional level: State and national standardized metrics will aid in the assessment of the University’s holistic advancement toward national recognition.

At the operational level: Individuals responsible for implementation will identify, collect, verify, analyze, and archive the data to assess their progress.