

## strategic plan

The Campus Master Plan seeks to support FAU's aspiration and goals laid out in "A Strategic Plan for the Race to Excellence 2015-2025".

### THE ASPIRATION

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

The institution developed this plan to attract many collaborators for the mutual benefit of Florida Atlantic and its external constituents. The plan captures the direction that the University can follow to nationally differentiate itself.

- 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 organizational efficiency of the university will be greatly enhanced.
- Most importantly we will "budget to the plan" not "plan to the budget."



## strategic goals

- 1 BOLDNESS**  
A uniquely competitive and globalized student body  
Build a geographically—diverse population of students who excel in focused academic areas and engage in enriching activities that drive them to timely graduation and successful futures.
- 2 SYNERGY**  
Prominent teams of researchers and scholars  
Invest in focused pillars and platforms—connecting the most talented faculty, staff and students to expand on the robust culture of nationally respected research and inquiry.
- 3 PLACE**  
Deep engagement with South Florida's global communities  
Partner with a diverse set of local stakeholders and enhance the physical spaces to build upon the unique cultural, demographic and environmental characteristics of each campus community—striving for leadership in developing the South Florida culture and economy.
- 4 QUALITY**  
Continuously-assessed and evolving best practices  
Design a resilient, lean organization—based on best logistical practices—that identifies economies of scale and incorporates new technologies to promote institutional development.
- 5 BRAND**  
National reputation for excellence  
Communicate the incredible stories of the University to an increasingly eGlobal audience, so that key internal stakeholders can link with external consistency groups.
- 6 STRATEGY**  
Wise and innovative allocation of resources  
"Budget to the plan" and pursue new revenue streams in order to make FAU self-reliant and thriving in the midst of competitive public and private funding opportunities.