Strategic Priorities and Objectives

➢ *Enhance the quality of life of the university community.*
  - Review, revise, and further implement elements of the Landscape Master Plan
    Metric: Progress toward Plan revision and funds spent on implementation
  - Improve the interior condition of buildings with an emphasis on Tiernan and Faculty Halls
    Metric: Funds spent on interior improvements
  - Reengineer administrative and academic processes to improve customer and student satisfaction (which processes, how many?)
    Metric: Satisfaction survey results (do we have the survey instruments?)
  - Implement high profile intellectually stimulating on-campus events over the next five years (duplicate from current Plan; what specific events; what are the metrics?)
  - Complete the Greek Village construction and provide replacement parking.
    Metric: Progress of construction and number of parking spaces replaced
  - Begin implementation of the initial phase or phases of the Gateway Plan (somewhat vague)
    Metric: Progress toward finalization of the RDA with Newark, contract with JLL, and signing agreements for development projects
  - Advance the Athletics program in NCAA Division I through recruitment of outstanding student-athletes to form competitive teams
    Metric: Recruited student-athletes’ GPA’s, APR’s, graduation rates

➢ *Sustain a base of private support.*
  - Develop a strategic plan for the Alumni Association of NJIT by the end of FY10.
    Metric: Progress toward plan completion.
  - Increase alumni participation in the Annual Fund to the benchmark for peer institutions over the next five years
    Metric: % alumni giving to the Annual Fund compared to set of peer institutions
  - Successfully meet the proposed timeline to launch the quiet phase of the planned Comprehensive Campaign (or successfully launch?)
    Metric: Progress toward launching the quiet phase
  - Increase unrestricted annual gift revenue to $1,500,000 per year over the next five years
    Metric: Gift revenue per year

June 11, 2009
Be nationally recognized for thematic core areas of integrated research and learning in: Applied Life Sciences; Alternative Energy; Sustainability and the Environment; Ubiquitous Computing; and the Design Professions. For each core area:

- Increase externally sponsored research funding in the thematic area by "100%" (TBD).
  Metric: External research expenditures as reported to NSF
- Create and sustain one competitively awarded center of excellence.
  Metric: Number of centers formed and functioning
- Increase student-credit hours (i.e., tuition dollars) by "100%" (TBD) from courses in degree programs and certificates.
  Metric: Tuition revenue
- Increase the number (sum) of peer reviewed publications, books, and presentations at national and international conferences by "100%" (TBD).
  Metric: Peer reviewed publication and presentation count (we will never be able to make this measurement!)
- Increase the number of NJIT hosted or sponsored events by "100%" (TBD).
  Metric: Number of events
- Increase (internal) patent disclosures by "100%" (TBD).
  Metric: Number of disclosures

Be nationally recognized for attracting high achieving students and faculty from diverse populations.

- Achieve an overall enrollment of 11,000
  Metric: enrollment count
- Achieve and enrollment mix of;
  - 37% graduate
  - 63% undergraduate
  - 15% undergraduate African-American
  - 18% undergraduate Hispanic
  - 25% undergraduate Women
  Metric: Percentages of enrollment
- Develop a market-driven inventory of a minimum of:
- 12 online MS degree programs
- 6 1-year MS degree programs
- 20 graduate certificate programs.
  Metric: Numbers of programs/certificates

- Increase SAT composite profile for FTFTF by 15 points.
  Metric: FTFTF SAT scores

- Select a minimum of 3 graduate programs to benchmark current GRE levels and increase by ????? points and benchmark GMAT levels and increase by ????? points
  Metric: GRE and GMAT scores

- Increase the enrollment of:
  o undergraduate national, non-NJ students by 5%
  o undergraduate international by 5%
  o graduate national, non-NJ by 5%
  o graduate international by 5%
  Metric: Percentage increase in enrollment

- Increase by 50% Women and Minority faculty representation (Is this realistic?)
  Metric: Percentages of faculty

- Achieve a minimum in the entering freshman class of:
  o 15% Dorman Honors Scholars
  o 15% Education Opportunity Program
  Metric: Percentage of the freshman class

- Achieve an FTFTF retention rate of 88% and a graduation rate of 60%.
  Metric: Freshman to sophomore retention rate and six-year graduation rate