STRATEGIC PLAN
2020-25

NORTH DAKOTA STATE UNIVERSITY
The engineer has been, and is, a maker of history.

JAMES KIP FINCH, AMERICAN ENGINEER AND EDUCATOR
MISSION
WHAT WE DO
AND WHY WE DO IT
We prepare innovative problem
solvers and create new knowledge
to improve lives in North Dakota
and beyond.

5-YEAR VISION
WHERE WE ARE
GOING AND WHO
WE ARE BECOMING
We will be the engineering college of
choice for students, faculty and employers
seeking to enhance society through
leadership and innovation.
CORE VALUES

WE CHASE EXCELLENCE
We are in the constant pursuit of adding tremendous value to our students and our society.

INNOVATION IS OUR STATUS QUO
We create new knowledge that makes our world better.

WE ARE COLLEGIAL
We cultivate collaboration and build a culture of trust and mutual respect.

WE ARE INCLUSIVE
We are proactive about diversity, knowing that we are far better together.
Science can amuse and fascinate us all, but it is engineering that changes the world.  

**ISAAC ASIMOV, AMERICAN WRITER, PROFESSOR OF BIOCHEMISTRY**

---

**STRATEGIC PILLARS**  
**THE AREAS OF FOCUS THAT DRIVE OUR SUCCESS**

**PARTNERSHIPS**  
Build enduring relationships with internal and external stakeholders who are active participants (both beneficiaries and benefactors) with us in our mission.

**PRIORITIZING STUDENTS**  
Recruit and retain motivated, hardworking students and provide a world-class experience by continuously improving programs and student learning.

**PREEMINENT RESEARCH**  
Grow impressive, high-quality scholarship that creates value for industry and society.

**PEOPLE DRIVEN**  
Invest in our people and build teams to drive transformative research, teaching and student experience.

**PREPARING LEADERS**  
Teach students to be creative problem solvers who have the skills to motivate and inspire.

**PHILANTHROPY**  
Attract and effectively use resources with transparency and accountability to advance the public good.
STRATEGIC INITIATIVES

CULTIVATE A CULTURE OF COLLABORATIVE EXCELLENCE.

GROW PERCENTAGE OF FACULTY AND STAFF WHO RATE CLIMATE AS GOOD OR EXTREMELY GOOD.
INCREASE RECOGNITION OF FACULTY AND STAFF.
IMPROVE TRANSPARENCY AND COMMUNICATION.

INTEGRATE INDUSTRY WITH RESEARCH AND EDUCATION.

GROW RESEARCH PARTNERSHIPS WITH INDUSTRY BY 50%.
CREATE AN INDUSTRY-FACULTY FELLOWSHIP PROGRAM.
INCREASE THE NUMBER OF INDUSTRY EXPERIENCES FOR STUDENTS.

BUILD LEADERSHIP AND INNOVATION SKILLS OF STUDENTS.

ESTABLISH A CO-CURRICULAR LEADERSHIP DEVELOPMENT PROGRAM.
ESTABLISH A CORE SET OF DESIGN AND INNOVATION EXPERIENCES.
IMPROVE GRADUATES’ LEADERSHIP AND INNOVATION RATINGS AMONG EMPLOYERS.

INCREASE PHILANTHROPY THROUGH ENGAGEMENT WITH DONORS, ALUMNI AND OTHER STAKEHOLDERS.

DOUBLE ANNUAL SPENDABLE AMOUNT FOR FACULTY RECRUITMENT, RETENTION AND RESEARCH.
GROW ANNUAL SPENDABLE AMOUNT FOR STUDENT RECRUITMENT, RETENTION AND SUPPORT BY 50%.
BUILD BROAD SUPPORT FOR A NEW COLLEGE OF ENGINEERING FACILITY.
NDSU does not discriminate in its programs and activities on the basis of age, color, gender expression/identity, genetic information, marital status, national origin, participation in lawful off-campus activity, physical or mental disability, pregnancy, public assistance status, race, religion, sex, sexual orientation, spousal relationship to current employee, or veteran status, as applicable. Direct inquiries to: Vice Provost, Title IX/ADA Coordinator, Old Main 201, 701-231-7708, ndsu.eoaa@ndsu.edu.