

Strategic Plan

Office of the President

ESU Vision

East Stroudsburg University of Pennsylvania will be the first choice for students seeking a comprehensive university with a small college climate distinguished by innovation and tradition where they will learn to serve, lead and succeed in a global society.

ESU Mission

East Stroudsburg University of Pennsylvania will provide:

- Challenging and contemporary undergraduate and graduate curricula that engage and equip students to critically appraise and apply knowledge in their lives and chosen fields of study.
- A learning community that promotes diversity and views teaching as the University's primary focus.
- Varied opportunities for student and faculty research, creative endeavors and involvement in public service.
- Leadership and service in the educational, cultural and economic development of the region.

ESU Values

We are committed to the principles of intellectual integrity, freedom of expression, the fair and equal treatment of all, good citizenship, environmental stewardship, and accountability for our actions and the resources entrusted to us.

President's Office Goals

Goal 1: Provide leadership and support for campus implementation of the 7 Habits of Highly Effective People.

Task 1A: The President's Office staff will coordinate workshop offerings on campus

Measure: A series of workshops on the 7 Habits Program will be provided to the campus community beginning summer 2009.

Assigned to: Assistant to the President and Clerk typist in the Office of the President

Timeline: August 2009

Goal 2: Support divisions (Academic Affairs, Student Affairs, Finance and Administration, Enrollment Management, Advancement, Economic Development and Research Support, University Relations, and Inclusion and Equity) in meeting PASSHE and institutional missions and goals.

Task 2A: Fill the Vice President for Advancement position.

Measure: The search for a Vice President for Advancement position is complete.

Assigned to: President

Timeline: September 2009

Goal 3: Each Vice President and direct report will outline individual goals for the academic year.

Task 3A: Each Vice President and direct report will meet with the President to discuss goals and agree on strategies for accomplishing goals. Vice Presidents and direct reports will consult with the President on how he can assist them in accomplishing divisional goals.

Measure: In collaboration with the President, individual goals will be established by each Vice President and direct report.

Assigned to: President, Vice Presidents, and direct reports.

Timeline: July 2009

Goal 4: Provide support and resources to allow for a restructuring of the Women's Center.

Task 4A: Financial Resources will be provided to support the hiring of a Coordinator for the Women's Center.

Measure: The Women's Center will be restructured under the President's Office unit of Inclusion and Equity.

Assigned to: President, Vice President for Finance & Administration, Associate Vice President for Inclusion & Equity.

Goal 5: Provide strategic leadership to achieve system accountability goals.

Task 5A: Vice Presidents will make budget adjustments that will enhance productivity.

Measure: Improved performance on productivity related to system accountability measures.

Assigned to: President and Vice Presidents

Timeline: August 2009

Goal 6: Improve and encourage campus communication.

Task 6A: Director of University Relations will develop a designated operational plan focused on improving and encouraging internal and external communication.

Measure: More positive publicity will be generated internally and externally from the Office of University Relations.

Assigned to: Director of University Relations

Timeline: Summer 2009 and ongoing

Goal 7: Establish a university manual outlining the responsibilities of each division/unit.

Task 7A: A task force will be created to work on the manual.

Measure: Manual is complete and available to the campus community.

Assigned to: Vice President for Finance & Administration, Director of Human Resource Management, in collaboration with Assistant to the President and the Policy & Procedures Committee.

Goal 8: Establish a Commencement Manual detailing the procedures, steps, and responsibilities of each division/unit.

Task 8A: Committee will be formed to develop manual.

Measure: Manual is complete and available for distribution.

Assigned to: Assistant to the President, Vice President for Enrollment Management, Vice President for Finance & Administration in collaboration with the Commencement Committee

Timeline: Spring 2010

Goal 9: Establish a procedure for processing one-time and continuing requests for funding.

Tasks 9A: Policy and Procedure will be created by President's Office Staff.

Measure: Policy is presented to the Policy committee for review and approval.

Assigned to: Assistant to the President and the President's Office Staff.

Timeline: Spring 2010

Developed by:

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