Mission

Bloomsburg University of Pennsylvania is an inclusive comprehensive public university that prepares students for personal and professional success in an increasingly complex global environment.

Values

Bloomsburg University of Pennsylvania students, faculty and staff value:

- Collaboration
- Community
- Critical thinking
- Diversity
- Excellence
- Integrity
- Knowledge
- Opportunity
- Personal and professional growth
- Respect

Vision

Bloomsburg University aspires to:

- be a premier public comprehensive university, recognized as a center of thinking, learning and academic excellence.
- anticipate and address the changing needs of the Commonwealth.
- be a diverse community that produces positive change.
- provide resources to maximize opportunities for success.
- be a good steward of our resources and the environment.
- develop individuals to be contributing citizens.
At Bloomsburg University of Pennsylvania, a committee made up of students, faculty, staff, alumni and community members embarked on a long-range strategic planning process during 2009-2010.

**Impact 2015: Building on the Past, Leading for the Future** began with deep thought and spirited discussion on what lies at the core of Bloomsburg University: our mission, values and vision. Refined with feedback from the campus and the community, the following statements capture the essential qualities that define the university, both today and in the future, centered on preparing students for successful lives in an increasingly complex world.
Strategic Issue 1: Enhancing academic excellence

Enhancing academic excellence is fundamental to achieving the university vision. Academic excellence creates personal and professional success for all learners. It is pivotal in recruiting and retaining talented and diverse students and personnel.

1. Create a learning environment for personal and professional success in a diverse and rapidly changing world.
2. Provide professional development and scholarship opportunities for all university personnel.
3. Integrate diversity in the learning environment.
4. Implement and monitor a systematic process of assessment.

Strategic Issue 3: Designing an enrollment vision in terms of demand, program mix and capacity

Bloomsburg University must respond to the demands of a rapidly changing job market and shifting demographics. Bloomsburg must develop academic and co-curricular programs that support student retention, graduation and personal and career success. Facilities, services and personnel must align with student needs.

1. Assess enrollment trends and projections in terms of capacity, student demographics, target populations and demand.
2. Develop a realistic, dynamic, budget-sensitive, comprehensive enrollment management plan that supports student access and success.
3. Implement and monitor a comprehensive enrollment plan relative to academic excellence, market demands and financial resources.
Strategic Issue 2: Achieving excellence while ensuring financial sustainability

As a public institution historically dependent on tuition and state appropriations, Bloomsburg University strives to maintain fiscal responsibility and enhance academic excellence. New sources of funding must be identified and developed while being good stewards of existing resources.

1. Identify, examine, align and allocate resources to meet institutional priorities.
2. Coordinate efforts to identify and develop new resources in accord with university strategic priorities.

Strategic Issue 4: Fostering and developing a strong sense of community

Building a strong sense of community involves stakeholders from all areas of Bloomsburg University and the greater community, including groups that have been traditionally underrepresented. A strong sense of community enhances commitment among members, mutual support of stakeholders, higher morale, a global perspective and diversity of members.

1. Communicate effectively among all stakeholders.
2. Promote a diverse community that accepts and supports cultural and social differences.
3. Encourage globalism and environmental awareness and responsibility.
4. Improve town/gown relations.
5. Increase student engagement with the university and community.
6. Strengthen connection with alumni.
Bloomsburg University of Pennsylvania is committed to affirmative action by way of providing equal educational and employment opportunities for all persons without regard to race, religion, gender, age, national origin, sexual orientation, disability or veteran status.

www.bloomu.edu