

UDC
DRAFT
Overarching Goals and Subgoals
Working Definitions
April 18, 2023

Identity	UDC Experience	Partnerships
UDC will confidently refine, embrace, and celebrate our unique and inclusive identity and legacy as a uniquely diverse HBCU, our nation's only urban land grant institution , and the public university system of choice in, of, and for our Nation's Capital the District of Columbia .	UDC engage with and serve all members of its community to ensure they are provided meaningful opportunities to learn, develop, and thrive.	UDC will establish and manage mutually beneficial, sustainable, and well-regarded partnerships.

Identity Subgoals	UDC Experience Subgoals	Partnerships Subgoals
Aligning around a clear statement of who the University is and who it serves as a public university system in, of, and for our Nation's Capital.	Providing an engaging, fulfilling, and affirming experience for all students through campus life, orientation, communication, traditions, academics, and practical solutions that address their individual needs, and fosters a culture of belonging.	Developing a partnership engagement plan that includes processes and timelines for internal and external partnership evaluation, proactively identifying potential partners and determining success metrics that lead to UDC as a valued partner.

Bolstering our ability and shared responsibility to effectively shape and share our story (through marketing and communications efforts, etc.).	Attracting and retaining qualified, passionate, and diverse faculty and staff by prioritizing factors that contribute to their job satisfaction, such as institutional support, equitable compensation, promotion and tenure pathways, collaboration, research opportunities, rewards/recognition, and continuing education.	Appointing a task force or other entity (with clear timelines and expectations), comprised of representatives from different schools and departments, to prioritize partnership development and timely implementations.
Defining, honoring, and celebrating our (unique, dynamic, inclusive) HBCU identity, traditions, and heritage, in ways that align with, uphold, and advance the UDC experience.	Reviewing current processes and procedures to ensure efficient, effective, and excellent service in <i>every</i> interaction with UDC for both internal and external stakeholders	Identifying ways that partnerships can enhance the UDC experience in positive and engaging ways, from recruitment to services to alumni relations.
Developing and fostering avenues for stakeholders to embrace their role as ambassadors, who are engaged in and equipped to champion UDC.	Aligning our systems in ways that allow for UDC, a university whose stakeholders are deeply interconnected, to be the institution of choice for an individual's varied and evolving roles, developmental needs, and career pathways.	Staking our claim as DC's go-to research partner, leveraging both our translational research capabilities and teaching and learning prowess to help tackle some of our region's most pressing challenges.
Upholding our commitment to lifelong learning , social responsibility, and excellence within our local and global communities through a dedication to scholarship and leadership	Keeping alumni connected to the life of UDC by providing opportunities to grow, connect, and give back.	Exploring new and increased opportunities for apprenticeships/internships and career pipeline development in a variety of fields.