

Introduction

The Strategic Planning Advisory Group recommends that East Carolina University become *a doctorate-granting, culturally pluralistic, service-oriented institution offering a rich undergraduate education.*

As a way to achieve this potential, the Advisory Group proposes ten strategic goals for the University:

- *To enhance our elements of distinction*
- *To achieve distinction in undergraduate education*
- *To become pluralistic in ethnicity, gender, and culture*
- *To enroll academically proficient and talented students*
- *To expand research activities and doctoral programs*
- *To rededicate ourselves to the improvement of teacher education and public schooling*
- *To promote the University to external publics in effective and aggressive ways*
- *To develop a master plan for campus facilities*
- *To increase and improve the use of information technology*
- *To manage the University strategically*

While these goals have separate identities, they are also interdependent. For instance, the members of the Advisory Group believe that our distinction in undergraduate education must grow in large part from a faculty capable of expanded research activities and doctoral-level instruction. We believe that we can attract better students only through effective promotion of a University which has committed itself to undergraduate education that is high in quality and distinctive in nature. The goals related to facilities, information technology, and strategic management are also means of assistance to other goals. Success in all areas must be guided by a sincere interest in cultural pluralism.

Some goals will seem more important than others. In fact, the members of the Advisory Group believe that the goal of distinction in undergraduate education is of overarching importance. Yet we do not think that this goal can be achieved without commitment to and success in other areas. Please note that although the goals are numbered later in the report, the numbers are provided for convenience only and do not indicate priority. Each goal is important, and the whole is greater than the sum of its parts.

Taken together, these goals provide the strategic directions which, in the view of the Advisory Group, will ensure a truly distinctive public university.