By embracing a culture of collaboration, UNT will solve important problems and make improvements within three priority areas.

**STUDENT EMPOWERMENT AND TRANSFORMATION**
- We will empower and transform our students in their educational and social environments to set them up for lifelong learning success.
- Increase best practice curricular experiences for students
- Expand/develop student support services to encourage students’ sense of belonging, growth mindset, well-being, and mental health
- Expand/develop inclusion and student success practices and policies
- We will collaborate to create outstanding, inclusive student experiences from admission through graduation.

**PEOPLE AND PROCESSES**
- We will attract, develop, and celebrate our campus community members to make UNT an outstanding environment in which to work and learn.
- Increase enrollment at the Denton and Frisco campuses
- Decrease time to graduation, and increase and improve services to aid at-risk, underrepresented, transfer, non-traditional, veteran, online, and working students
- Become a best place to work by providing training, resources, and development
- We will collaborate to decrease barriers and market our campus community’s accomplishments.

**SCHOLARLY ACTIVITY AND INNOVATION**
- We will support, communicate, and celebrate a dedicated culture of scholarly activity at UNT to expand UNT’s innovative impact for our students and our community.
- Support, mentor, and highlight our student scholars
- Expand resources and revise procedures to facilitate innovation at UNT
- Support the development of “Tier One Our Way” through targeted innovation activities
- We will collaborate to create a research and innovation community where all areas and all people can excel.
### MISSION
At the University of North Texas, our caring and creative community empowers our students to thrive in a rapidly changing world.

### VISION
We will become globally known for collaborative and imaginative educational innovation and scholarly activity that transforms our students and benefits the world around us.

### PURPOSE
Our students will become the innovative leaders of tomorrow.

### Five-Year Strategic Plan Metrics

#### STUDENT EMPOWERMENT AND TRANSFORMATION
- Student growth mindset beliefs increased to 55%
- Student engagement increased
  - Internships by 10%
  - Social-academic engagements by 2%
  - Corporate engagements by 10%
- Retention increased to 86%
- Decrease the six-year graduation achievement gap for underrepresented minorities
- Increase median bachelor’s five-year earnings to $57,300

#### PEOPLE AND PROCESSES
- Improve student pathways
  - Annual enrollment increased 1% for undergraduates and 4% for graduate students
  - Degrees awarded increased to 11,000
  - Frisco credit hours increased 300%
  - At-risk achievement increased to 65%
- Student debt limited to not exceed inflation
- Voluntary faculty/staff turnover decreased by 10%
- Annual giving increased to $40M
- Gallup score increased to 4.0 and 45% participation

#### SCHOLARLY ACTIVITY AND INNOVATION
- Research expenditures increased
  - HERD to $100M
  - NRUF to $45M
- Scholarly activity increased
  - Faculty
    - T/TT faculty to 894
    - Multi-institutional grants to 20
  - Student
    - Post-docs to 100
  - Innovation
    - Licenses to 12
    - Disclosures to 50

**UNT is CREATIVE, CARING, RESILIENT**