



# "RMU 100" STRATEGIC PLAN

## OUR MISSION

To be the gateway to engaged, productive, and successful careers and lives.

## OUR VISION

RMU will be *Big Enough to Matter, Small Enough to Care*®. As a student-centered institution, Robert Morris University transforms lives by building knowledge and skills, and by providing the foundations of engagement and well-being.

## OUR PLAN

As Robert Morris University approaches its 100th anniversary, the university - now a nationally ranked, doctoral-granting institution - has produced a new strategic plan, *RMU 100*, which features these key initiatives. The plan is built on the cornerstones of **Educational Vitality**, **Market Distinctiveness**, and **Financial Sustainability**.



**Make RMU a preferred strategic partner** for corporations, schools, organizations, professionals, and aspiring professionals to develop new streams of non-tuition revenue.



**Use predictive analytics and pipeline programs** with schools, corporations, and veterans to improve our six-year graduation rate.



**Improve RMU's brand equity and positioning** through athletics, new and enhanced facilities, a brand campaign, telling the Pittsburgh story, and promotion of Gallup outcomes.



**Reboot our renowned Communication Skills curriculum** to foster educational vitality and ensure our undergraduates will thrive as 21st century professionals.



**Improve RMU's inclusiveness and human capital development.**



**Increase RMU's net assets** and provide more scholarships through a comprehensive capital campaign, growing the university's endowment, and increasing the alumni contribution rate to ensure financial viability.

## OUR VALUES

**Excellence | Global Perspective | Inclusion | Innovation | Professional Focus  
Collaboration | Responsiveness | Transformation**

Recognizing how far RMU has come in nearly a century, the new strategic plan includes three new core values that define the university and its path forward.

**Collaboration** RMU partners with corporations and institutional partners to address the needs of the region.

**Responsiveness** RMU strives to be nimble and alert to opportunities to change.

**Transformation** RMU utilizes new technology to directly and demonstrably improve student outcomes.