Non-Negotiables:

- Strategic Intent:
  - Attract and retain students, faculty, talent, and resources in the University
  - Increase competitiveness, quality, flexibility, and productivity
  - Demonstrate our value to the wider community in order to secure resources and partnerships that support our work
  - Ensure long-term prosperity and the financial health of the University

- Mission:
  Bowling Green State University is dedicated to providing quality academic programs in a learning environment that promotes academic and personal excellence for students, as well as appreciation of intellectual, ethical, and societal dimensions of human experience.

- Vision:
  Bowling Green State University aspires to be the premier Learning Community in Ohio, and one of the best in the Nation. Through the interdependence of teaching, learning, scholarship, and service, we will create an academic environment grounded in intellectual discovery and guided by rational discourse and civility.

- Strategic Imperatives: Administration

- Goals:

  - Understand our customers' needs
  - Leverage our talent to improve service levels
  - Ensure the structure supports the core work of the University
  - Increase individual accountability and performance
  - Improve communication to support strategic decision making

- Measurements

- Outcomes

- Tactics/Implementation

- Goals/Measures