**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.

**MISSION**
Bowling Green State University is dedicated to providing quality academic programs in a learning environment that promotes academic and personal excellence in students, as well as appreciation of intellectual, ethical…

**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 & the financial health of the University

**GOALS**

Strategic Imperatives: Administration

Understand our customers' needs
- Goals/Measures
- Tactics/Implementation
- Outcomes
- Measurements

Leverage our talent to improve service levels
- Goals/Measures
- Tactics/Implementation
- Outcomes
- Measurements

Ensure the structure supports the core work of the University
- Goals/Measures
- Tactics/Implementation
- Outcomes
- Measurements

Increase individual accountability and performance
- Goals/Measures
- Tactics/Implementation
- Outcomes
- Measurements

Improve communication to support strategic decision making
- Goals/Measures
- Tactics/Implementation
- Outcomes
- Measurements