

STRATEGIC COMPASS

BOARD OF GOVERNORS

November 7, 2025



Let's Go!

PLANNING PROCESS

PHASE 1

Setting high-level strategic priorities and goals for the University

STRATEGIC ENVISIONING

PHASE 2

Turning ideas into action by identifying strategic actions/initiatives that will position the University to be successful today and into the future

OPERATIONAL PLANNING

PHASE 1: STRATEGIC ENVISIONING

THE JOURNEY

／ PHASE 1 – STRATEGIC ENVISIONING



- ／ Spring 2025 – Jump-started the planning process.
- ／ June 2025 – Developed a draft planning framework and Strategic Compass.
- ／ August 2025 – Held a planning retreat with the Board of Governors to review the draft planning framework and Strategic Compass and to gather input on potential strategic indicators.
- ／ August to October 2025 – Conducted 17 presentations across colleges and units to share the draft Strategic Compass, gathering feedback from faculty, staff, and students, and other key stakeholders through an online survey.

THE SURVEY

- ✓ Over 800 responses and 1300 comments were received
- ✓ Very thoughtful feedback was provided
- ✓ Comments were aggregated into positive/negative themes
- ✓ Revisions were made based directly on the feedback from the survey



**THANK YOU TO THOSE
WHO PARTICIPATED!**

PLANNING FRAMEWORK

MISSION

EDUCATION



DISCOVERY



HEALTH



SERVICE



EXPERIENCES



Guiding Principles

L - Lead / E - Empower / T - Transform / S - Stake / G - Grow / O - Outperform

PEOPLE AND CULTURE

FINANCE

CORE INFRASTRUCTURE

INSTITUTIONAL REPUTATION

Strategic Priorities

Foundations

THE STRATEGIC COMPASS

REFINED MISSION STATEMENT

INCORPORATING COMMUNITY FEEDBACK

*/ At WVU, pride in our land-grant mission runs deep, success is earned, and life-changing experiences prepare Mountaineers to serve others and lead in West Virginia and the world. Your bold future starts here. **Let's Go!***

LAND-GRANT HERITAGE HIGHLIGHTED

The refined statement explicitly references our land-grant mission, addressing concerns about losing this foundational identity

INSPIRATIONAL TONE MAINTAINED

The energetic, accessible language remains while adding substance that addresses specificity concerns

SERVICE EMPHASIS ADDED

"Serve others" was incorporated to strengthen our commitment to community impact and inclusive values

PRIDE AND IDENTITY CENTERED

The statement honors Mountaineer tradition while focusing on earned success and transformative experiences

This refined version represents a synthesis of community feedback, balancing the desire for inspirational, memorable language with the need to explicitly articulate our land-grant identity and service mission. The addition of "serve others" addresses inclusivity and community impact concerns, while maintaining the forward-looking, pride-filled tone that resonated with many respondents. This iterative process demonstrates the University's commitment to collaborative decision-making.

L – Lead with Pride

Celebrate our achievements and share compelling stories that showcase our impact and strengthen our connection to the communities we serve.

E – Empower through Education

Advance education that unlocks everyone's potential, strengthens communities, and drives progress across West Virginia and the region.

T – Transform Lives

Be the catalyst that transforms lives through lifelong learning, groundbreaking discoveries, improved health and well-being in partnership with WVU Medicine, meaningful service, and extraordinary experiences.

S – Stake Our Claim

Establish the University as a national model for the 21st-century land-grant—where teaching, research, and service intersect to create positive change.

G – Grow Our Reach

Expand the University's reach by building new partnerships, broadening access to education, and extending our impact across regions and borders.

O – Outperform Our Competition

Through efficiencies, proactive strategies, and targeted investments, we will outperform our competition.



GUIDING PRINCIPLES

STRATEGIC PRIORITY | EDUCATION



PREPARE LEARNERS TO BE SUCCESSFUL

- Offer academic programs that broaden the mind, foster personal growth, and prepare learners for meaningful careers.
- Personalize education with a focus on learner success while offering unique pathways to make learning accessible, flexible, and achievable for all.
- Deliver experiential learning opportunities that integrate emerging technologies, build essential skills, and align with society and industry needs.
- Commit to a vibrant learning environment that nurtures intellectual, physical, social, and mental well-being.
- Graduate curious, resilient, lifelong learners who embrace service and civility.

STRATEGIC PRIORITY | DISCOVERY



/// SOLVE REAL PROBLEMS

- /// Tackle tough problems - from the heart of Appalachia to communities across the globe.
- /// Enable multi-disciplinary collaborations that drive innovation and deliver high-impact results.
- /// Broaden engagement in research, scholarship, and creativity to inspire new perspectives and dynamic intellectual exchange.
- /// Share knowledge and solutions to accelerate progress and enhance the human condition.
- /// Produce creative, critical, and analytical thinkers ready to address complex challenges and spur discovery.

STRATEGIC PRIORITY | HEALTH



IMPROVE HEALTH AND WELL-BEING

- Address the most prevalent causes of health disparities within West Virginia and the region.
- Educate individuals and communities on wellness and disease prevention to build awareness and healthy practices.
- Effectively translate knowledge to positively affect health, well-being, and quality of life.
- Cultivate exceptional health professionals who embody compassion, empathy, and the spirit of collaboration in a shared commitment to healing.
- Deliver world-class, comprehensive care that brings leading expertise and advanced treatment to West Virginians and all we serve.

STRATEGIC PRIORITY | SERVICE



✓ EMPOWER INDIVIDUALS AND COMMUNITIES TO THRIVE

- ✓ Improve college preparedness among incoming students by partnering with K-12 schools to close readiness gaps.
- ✓ Demonstrate how attending WVU opens doors - equipping learners not just for a job, but for a life of purpose, adaptability, and possibility.
- ✓ Reduce financial barriers, increase aid transparency, and ensure learners stay on track to graduation.
- ✓ Strengthen the University's impact by expanding community engagement across our campuses and through Extension.
- ✓ Act as an economic engine - attracting businesses, creating jobs, and fueling growth that benefits West Virginia and the region.

STRATEGIC PRIORITY | EXPERIENCES



DELIVER EXTRAORDINARY EXPERIENCES

- ✓ Foster a culture of curiosity and self-discovery that ignites passion and purpose.
- ✓ Enrich lives through the transformational power of creativity, arts, and culture.
- ✓ Prepare students to lead in an interconnected world through global experiences and cross-disciplinary engagement.
- ✓ Provide co-curricular and extracurricular activities that complement academic success and build community.
- ✓ Enhance competitive programs that exemplify integrity, sportsmanship, and Mountaineer pride, recognizing their power to elevate WVU's profile, unite fans, and inspire achievement.

FOUNDATIONS



- ✓ **ACCELERATE INSTITUTIONAL SUCCESS**
- ✓ **PEOPLE AND CULTURE** - Champion a people-first culture that drives high performance, rewards excellence, and empowers individuals to grow, lead, and succeed.
- ✓ **FINANCE** - Ensure long-term financial strength and agility through strategic investment, revenue diversification, and resource optimization.
- ✓ **CORE INFRASTRUCTURE** - Modernize and align our infrastructure, technology, and administrative services to efficiently support the academic, research, and outreach mission of WVU.
- ✓ **INSTITUTIONAL REPUTATION** - Elevate the national and global reputation of West Virginia University by demonstrating impact, advancing academic excellence, and telling a compelling story.

PHASE 2: OPERATIONAL PLANNING

PLANNING PROCESS

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OPERATIONAL PLANNING

NEXT STEPS

/// ASSIGNED PILLAR LEADS

- /// Education – Paul Kreider
- /// Discovery – Ming Lei
- /// Health – Clay Marsh
- /// Service – Jorge Atilas and Fabrizio D'Aloisio
- /// Experiences – Gary Furbee and Wren Baker

NEXT STEPS

ACTIONS	NOV	DEC	JAN	FEB	MAR	APR	MAY
Institutional Measurement Plan Development							
Institutional Implementation Plan Development							
College/Unit Measurement Plan Development							
College/Unit Level Implementation Plan Development							
Grassroot – Seed Funding							

