



"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.