
SECTION ONE

Eastern Kentucky
University

Introduction

Eastern Kentucky University is a regional, coeducational, public institution of higher education offering general and liberal arts programs, pre-professional and professional training in education and various other fields at both the undergraduate and graduate levels. Located in Richmond, Madison County, Kentucky, Eastern Kentucky University has a distinguished record of more than nine decades of educational service to the Commonwealth.

Situated near the heart of the Bluegrass, Richmond is served by a network of major highways which makes Eastern Kentucky University easily accessible from all parts of Kentucky and surrounding states. Richmond is 26 miles southeast of Lexington, Kentucky. Interstate Highways 1-75 (north-south) and I-64 (east-west) make the metropolitan areas of Cincinnati, 112 miles to the north, and Louisville, 110 miles to the west, within convenient distance by automobile. Richmond is also served by U.S. Route 25 from south Eastern Kentucky and Kentucky Route 52 from the east and west. The Kentucky Turnpike and the Mountain, Hal Rogers, and Cumberland Parkways provide even greater accessibility by automobile since the city is located near the convergence of these arterial highways into the interstate system.

Richmond, the county seat of Madison County, is an expanding community of approximately 30,000 population.

In and around Richmond are many areas of historic and scenic interest. Boonesborough State Park, birthplace of Kentucky, is located 12 miles to the north. Many other historical places are within easy driving distance. Scenic and recreational areas surround this section of the state.

History

The Kentucky General Assembly of 1906 enacted legislation establishing the Eastern Kentucky State Normal School. Governor J. C. Beckham signed the bill into law on March 21, 1906. On May 7 of that year, the Normal School Commission, meeting in Louisville, selected the campus of the old Central University, founded in 1874, in Richmond, Kentucky, as the site of the new school. On June 2, 1908, Ruric Nevel Roark was chosen President of the Normal School and the training of teachers was begun.

In 1922, Eastern Kentucky University became a four-year institution known as the Eastern Kentucky State Normal School and Teachers College. The first degrees were awarded by this institution in 1925. In 1928, the College was accredited by the Southern Association of Colleges and Secondary Schools. In 1930, the General Assembly renamed the school the Eastern Kentucky State Teachers College.

In 1935, a graduate program was approved at Eastern, leading to the Master of Arts degree in Education. In 1948, the General Assembly removed the word "Teachers" from the name of the college and granted the college the right to award nonprofessional degrees.

The most significant day since its founding came for Eastern on February 26, 1966, when Governor Edward T. Breathitt signed into law a bill renaming the institution Eastern Kentucky University (EKU) and sanctioning the awarding of graduate degrees in academic fields other than education.

During this period of time, Eastern Kentucky University has increased rapidly in size and stature. Beginning with a few students engaged in short review and certificate courses, the

University today serves thousands of Kentuckians. The curriculum leads to associate degrees, baccalaureate degrees, and an expanding graduate program that currently offers degrees at the master's level in many other fields as well as the already well-established Master of Arts degree in Education and the various fifth- and sixth-year leadership programs in education. Specialist degree programs have been implemented in education and psychology. In addition to these programs, Eastern Kentucky University offers cooperative doctoral programs with cooperating institutions.

Ever-mindful of the purpose of its founding, Eastern continues to recognize its historic function of preparing quality teachers for the elementary and secondary schools of the Commonwealth. However, a strong liberal arts curriculum leading to appropriate degrees, together with pre-professional courses in several areas and graduate programs, enable Eastern to serve the Commonwealth as a regional comprehensive university.

Mission Statement

For more than a decade, a mission statement approved by the Council on Postsecondary Education (formerly the Kentucky Council on Higher Education) has guided the University (see last section). During the planning process, this mission statement was refined to be more succinct and to better reflect our role for strategic planning purposes. We are not replacing the CPE mission statement, but rather, we developed a mission statement to appear in the context of the 2006-2010 University Strategic Plan, "Moving Forward Together." The revised mission statement is:

**Eastern Kentucky University is a student-centered
comprehensive public university dedicated to high-quality
instruction, scholarship, and service.**

Core Values

Since its inception in 1874, Eastern Kentucky University (then known as Central University) has been driven by core values. Although its mission has evolved and expanded to meet the changing needs of citizens of the Commonwealth (and increasingly other places in the world), core values are still an integral part of the University community. Values are the code of organizational conduct. They guide decision-making in all parts of the University. They direct our actions and must inspire all of us in the EKU community to be true to them. The EKU community is committed to embodying these values in our policies and procedures in our day-to-day activities to accomplish our mission and achieve our vision. EKU has been and will continue to be guided by the following values when planning strategies and implementing decisions regarding the University community's teaching, scholarly, and service activities.

Civic Responsibility and Civility

We believe that it is the duty of Eastern Kentucky University to deliver to our students an understanding of how the knowledge taught to them can benefit the citizens of southeastern Kentucky, the Commonwealth of Kentucky, the nation, and the world. Civic responsibility is a value that will show those who acquire it how to influence democratic decision-making and to reap the rewards of participatory democracy and active citizenship. At the heart of civic responsibility lies another value: civility. The University

community strives to propagate the understanding and practice of civility in public discourse and social life by encouraging the adoption of techniques of democratic conflict resolution that rely on reason and public debate rather than on violence and aggression.

Diversity, Dignity, Integrity

Members of the EKU community expect one another to adopt high moral principles and professional standards both inside and outside of the university setting. We hold ourselves to the responsibility of dignity as exemplified by a proper sense of pride and self-respect in fulfilling the University's mission. We honor and pursue a university community climate that respects and celebrates the diversity of peoples and seeks to embrace all individuals and prohibits judgments based on race, ethnicity, religion, socioeconomic status, gender, sexual orientation, and physical disabilities.

Excellence and Innovation

Achievement of high standards can only be attained through ongoing assessment and continuous improvement. The promotion of academic excellence is the foundation for institutional excellence and vice versa. An environment that fosters innovation at all levels and rewards creativity is critical to the success of the University and its population.

Opportunity and Access

The EKU community is dedicated to the idea that its history and tradition are embedded in Appalachian values, foremost of which are the belief in the sovereignty and uniqueness of the individual and the belief that a university education is of great value and should be available to anyone who wants to pursue it.

Shared Governance and Collaboration

The EKU community accepts as true that leadership characterized by vision and embedded with participatory decision-making at all levels is the emblem of an effective university. We are committed to providing an atmosphere in which we pursue our joint aspirations in the spirit and practice of collegiality and collaboration at all levels of the organization.

Student Success

The EKU community acknowledges that its students, faculty, staff and alumni are the source of its strength: They determine the spirit, eminence, and efficacy of the institution. The future of EKU directly hinges on the success of its students, so our most central core value is "student success" -- in the classroom, at work, and on the world stage where students will represent the collective efforts of the EKU community.

Vision

The vision expresses the principal ideal to which the University aspires and toward which it continually works. This vision statement for the 2006-2010 University Strategic Plan was developed after gathering input from external and internal constituents, including top-down and bottom-up perspectives of EKU's future.

Eastern Kentucky University will hold national distinction as a leading, comprehensive university focused on students and learning.

Institutional Goals

Eastern Kentucky University's institutional goals give substance to our core values, vision statement, and mission statement. The goals impact all facets of university life, and accomplishment of them will help Eastern to become a leading comprehensive university in the Commonwealth with a national reputation for excellence. *(These goals are not listed in any particular order or suggested priority as accomplishment of each one is a necessary step toward the successful achievement of our vision and fulfillment of our mission.)*

- To promote and support an inclusive climate that respects and celebrates diversity by attracting, developing and educating a diverse student, faculty and staff population.
- To continuously assess and improve the services and infrastructure of the University to support and maintain high-quality programs.
- To promote learning through high-quality programs, research and support services.
- To develop and enhance an environment facilitating intellectual curiosity, cultural opportunities and problem-solving abilities for members of the University community.
- To increase and enhance external and internal constituency engagement, while maintaining a connection with the southeastern region of Kentucky.

Strategic Directions 2006-2010 Planning Cycle

To direct the University's actions toward achieving the Vision, to support the University's Mission and Institutional Goals, and to function effectively within an environment of challenges and opportunities, Eastern Kentucky University has selected the following Strategic Directions for the 2006-2010 Strategic Plan. These Directions serve to focus our work to realize our Goals and will guide us over the next four years. *(Please note: the Goals and Strategic Directions are not listed in any particular order or suggested priority.)*

Goal 1: To promote and support an inclusive climate that respects and celebrates diversity by attracting, developing and educating a diverse student, faculty and staff population.

Strategic Direction 1.1: *Enhance a climate that supports diversity*.*

Strategic Direction 1.2: *Increase recruitment and retention of a diverse faculty, staff and student body to reflect the diverse society.*

**Eastern Kentucky University promotes a climate that respects and celebrates diversity within its community that includes, but is not limited to, race, ethnicity, religion, socioeconomic status, gender, sexual orientation, disabilities, and cultural or national backgrounds, in pursuit of common unity.*

Goal 2: To continuously assess and improve the services and infrastructure of the University to support and maintain high quality programs.

Strategic Direction 2.1: *Enhance technology to ensure access to appropriate and secure technology for all faculty, students, and staff.*

Strategic Direction 2.2: *Continue a model to improve institutional effectiveness by utilizing shared governance and stakeholder participation in the strategic planning, budgeting and assessment process.*

Strategic Direction 2.3: *Increase base budget funding for deferred maintenance annually.*

Strategic Direction 2.4: *Increase financial flexibility.*

Strategic Direction 2.5: *Implement a comprehensive and systematic enrollment planning process to balance student enrollment with campus physical and academic capacities, including members of faculty and staff.*

Goal 3: To promote learning through high quality programs, research and support services.

Strategic Direction 3.1: *Enhance student learning through excellence in instruction.*

Strategic Direction 3.2: *Enhance student learning through excellence in research and scholarship.*

Strategic Direction 3.3: *Enhance student learning through excellence in community service.*

Strategic Direction 3.4: *Enhance student learning through excellence in support services.*

Strategic Direction 3.5: *Improve compensation, working conditions, and support for research to attract and retain high quality faculty and staff.*

Strategic Direction 3.6: *Develop and implement a Quality Enhancement Plan (QEP) involving faculty, staff and students.*

Strategic Direction 3.7: *Identify and implement a resource/funding reallocation plan to maximize effective academic program support.*

Strategic Direction 3.8: *Identify and implement a combination of academic programs to meet the current and future workforce needs of EKU students.*

Goal 4: To develop and enhance an environment facilitating intellectual curiosity, cultural opportunities and problem-solving abilities for members of the University community.

Strategic Direction 4.1: *Enhance professional development opportunities.*

Strategic Direction 4.2: *Enhance facilities, resources, and opportunities for faculty, staff and students to pursue creative endeavors and research.*

Strategic Direction 4.3: *Develop and implement a plan to increase the amount of time available for faculty and staff to pursue professional activities, creative endeavors, and research.*

Goal 5: To increase and enhance external and internal constituency engagement, while maintaining a connection with the southeastern region of Kentucky.

Strategic Direction 5.1: *Increase net external funding.*

Strategic Direction 5.2: *Enhance partnerships with business, community and educational entities.*

Strategic Direction 5.3: *Enhance external and internal marketing and public relations to increase visibility.*

Strategic Direction 5.4: *Enhance EKU's sense of stewardship of place by increasing its commitment to Southeastern Kentucky.*

Strategic Directions/Program Priorities. Eastern Kentucky University shall: continue its tradition as an educator of classroom teachers and school administrators; support the needs of Kentucky's business community; respond to appropriate societal needs and public policy objectives; and respond to the region's technical education needs. These strategic directions translate into a core of liberal arts baccalaureate degree programs, in addition to degree program priorities at the certificate (C), associate (A), baccalaureate (B), master's (M), and specialist (S) levels that may include the following: — (relevant categories from the Classification of Instruction Programs by level are included in brackets) — agricultural business (A, B - 01); conservation and renewable natural resources (B - 03); marketing (B - 08); communications (B - 09); computer and information science (B - 11); education (A, B, M, S - 13); engineering technologies (A, B, M - 15); home economics (B, M - 19); vocational home economics (A - 20); legal studies (A, B - 22); English and literature (M - 23); liberal arts (B - 24); biological sciences (B, M - 26); mathematics (B, M - 27); parks, recreation, and leisure (B, M - 31); physical sciences (M - 40); psychology (M, S - 42); protective sciences (C, A, B, M - 43); public administration and services (B, M - 44); social sciences (M - 45); precision and production trades (A - 48); transportation (B - 49); fine arts (B, M - 50); health professions (C, A, B, M - 51); and business management (A, B, M - 52).

Enhancement of Instruction. The primary mission of the University shall be to provide its students instruction of the highest possible quality. The University shall utilize information obtained through its assessment processes to enhance the quality of its instructional programs.

Public Service and Research Functions. The public service efforts of Eastern Kentucky University shall be designed to meet the needs of its service region and be related to its academic programs and capabilities. The continuing education requirements of the region's public school personnel and assistance in economic development should receive special emphasis. Research shall support the primary function of instruction, supplement the University's public service efforts, and advance knowledge in the subject matter areas with which the University is concerned. The University shall develop cooperative applied research and teaching programs using such resources as Maywoods, Lilley Cornett Woods, and Pilot Knob Sanctuary.

Collaborative Ventures. As a member of the Commonwealth's higher education system, it is incumbent on the University to cooperate with the other institutions, the Council on Postsecondary Education, and other state and federal agencies in fulfilling the strategic mission of higher education in Kentucky. This shall include the appropriate and efficient use of telecommunications technology, extended campuses, sites, and instructional locations. Further, to the extent possible, the University should foster articulation between its programs and those of other institutions, both public and private, which emphasize the transfer of credits from other institutions toward degree completion.

Efficiency and Effectiveness. Eastern Kentucky University shall insure that its resources are expended in a manner consistent with its mission. This shall include the promotion of cost effectiveness in academic programming and institutional management. Strategic planning shall include both the identification of programs which are no longer responsive to societal needs or are unnecessarily

duplicative of those of another institution and the development of carefully selected new programs compatible with this mission. Measures of quality and performance shall be integral to the University's assessment and accountability systems which promote continuous improvement of programs and services.