SHAPING OUR FUTURE

STRATEGIC PLAN 2020–2025
OVERVIEW AND UPDATE

FLORIDA TECH
FLORIDA’S STEM UNIVERSITY®
FOREWORD

Florida Institute of Technology’s 2020–2025 Strategic Plan is rooted in the university’s rich history, driven by its mission and guided by its core values:
» Research for the benefit of all humankind
» Education for a lifetime of success
» Global citizenship for a better world

The strategic and tactical components of Florida Tech’s five-year plan are organized by four themes:
» Focus
» Efficiency
» Stability
» Brand

Each goal includes critical operational objectives, accompanying strategies, appropriate timelines, success metrics and estimated costs.

This document does not represent Florida Tech’s strategic plan in full, but provides a useful overview of in-progress strategies and tactics.

Our Approach

Everyone is empowered to help the university succeed in meeting the goals of its strategic plan, regardless of department, title or job description, by applying these four tenets to their work and decision-making, every day.

FOCUS
Prioritizing our mission, investing in areas of strength and completing high-value projects with the highest standard of quality.

EFFICIENCY
Optimizing operations for maximum productivity and effectiveness across the university.

STABILITY
Fostering a culture of accountability and compliance in order to bolster resilience and prevent unnecessary obstacles from hindering progress.

BRAND
Maximizing university awareness by boldly sharing Florida Tech’s unique quality and character with the world.

VISION

To become nationally recognized as one of the best scientific and technological universities in the country.
Choosing what not to do is just as important as choosing what to do. Distractions undermine success.

ASK YOURSELF:
“Is this project vital and valuable to the university at this time?”

FOCUS

TO SOLIDIFY OUR FOCUS ON ACADEMICS AND RESEARCH, WE WILL:

» Align and optimize academic offerings with core strengths
» Increase faculty research activity and scholarly output
» Invest in research infrastructure including the development of key pillars
» Foster spirit of entrepreneurship and innovation

RECOGNIZE:
Choosing what not to do is just as important as choosing what to do. Distractions undermine success.

ASK YOURSELF:
“Is this project vital and valuable to the university at this time?”
There’s always room for improvement when it comes to processes and systems. Waste hinders progress.

ASK YOURSELF:

“Is there a more efficient or productive way to make this happen?”

TO IMPROVE ADMINISTRATIVE AND ACADEMIC EFFICIENCY, WE WILL:

» Recruit and develop the best faculty
» Improve the oversight and support of academic programs
» Enhance the quality of student life across campus
» Centralize administrative functions and streamline operational technologies
Policies and regulations keep the university and its community safe, sound and secure. Compliance is key.

**STABILITY**

TO STRENGTHEN OUR FINANCIAL, OPERATIONAL AND ACADEMIC STABILITY, WE WILL:

» Optimize budget to support strategic investment
» Ensure university-wide compliance with applicable laws and regulations
» Update and organize university policies and procedures
» Review and improve student success and support initiatives

**RECOGNIZE:**
- Policies and regulations keep the university and its community safe, sound and secure. Compliance is key.

**ASK YOURSELF:**
- “Have we adhered to all standards, rules and laws governing university operations?”
Every member of the Florida Tech community is a brand ambassador. You are Florida Tech.

“Question

How can I best share the university story and brand platform through my work and words?”

BRAND

TO INCREASE BRAND AWARENESS AND REPUTATION NATIONALLY, WE WILL:

» Launch brand campaign to raise public awareness and perception of the university

» Prioritize marketing for new student enrollment

» Activate advertising to attract new faculty and engage new donors

» Invest in redesign and optimization of university website

RECOGNIZE:

» Every member of the Florida Tech community is a brand ambassador. You are Florida Tech.

ASK YOURSELF:

» “How can I best share the university story and brand platform through my work and words?”
Have an idea to improve Florida Tech’s efficiency, focus, stability or brand? Scan this code and complete the short form.