

A DYNAMIC, INNOVATIVE JOURNEY

2022–2031

# Strategic Plan

IOWA STATE UNIVERSITY  
OF SCIENCE AND TECHNOLOGY



**“WE ARE EMBARKING ON A PLAN THAT REACHES FURTHER THAN BEFORE — THAT PUTS IN PLACE A VITAL PART OF OUR ARCHITECTURE FOR THE FUTURE.”** WENDY WINTERSTEEN, PRESIDENT

**Iowa State University** comprises a community of students, faculty, and staff who constantly strive to understand our world, impart new knowledge, and solve the most pressing challenges facing humanity today. Our identity as a leading science and technology land-grant university requires us to think innovatively about strategic planning so that it incorporates a strategic process that focuses our future endeavors.

Dynamic and different, the Iowa State University Strategic Plan for 2022 to 2031 was designed specifically to move us forward to achieving what Iowa State truly plans to be in the future. It prepares the university for capturing continuous input, for proving our agility in taking advantage of new opportunities and for sharing our stories of innovation and progress. That’s why the plan takes a longer view — nine years — comprising three-year segments.



# *our* **mission**

Iowa State University will create, share, and apply knowledge to make our students, Iowa, and the world better.

# *our* **vision**

Iowa State University will advance the land-grant ideals of putting science, technology, and human creativity to work.

# *our* **values**

Iowa State University embraces the values of our Principles of Community (Respect, Purpose, Cooperation, Richness of Diversity, Freedom from Discrimination, Honest and Respectful Expression of Ideas), and the values of Access, Excellence, and Integrity.





## **Our Statements of Aspiration**

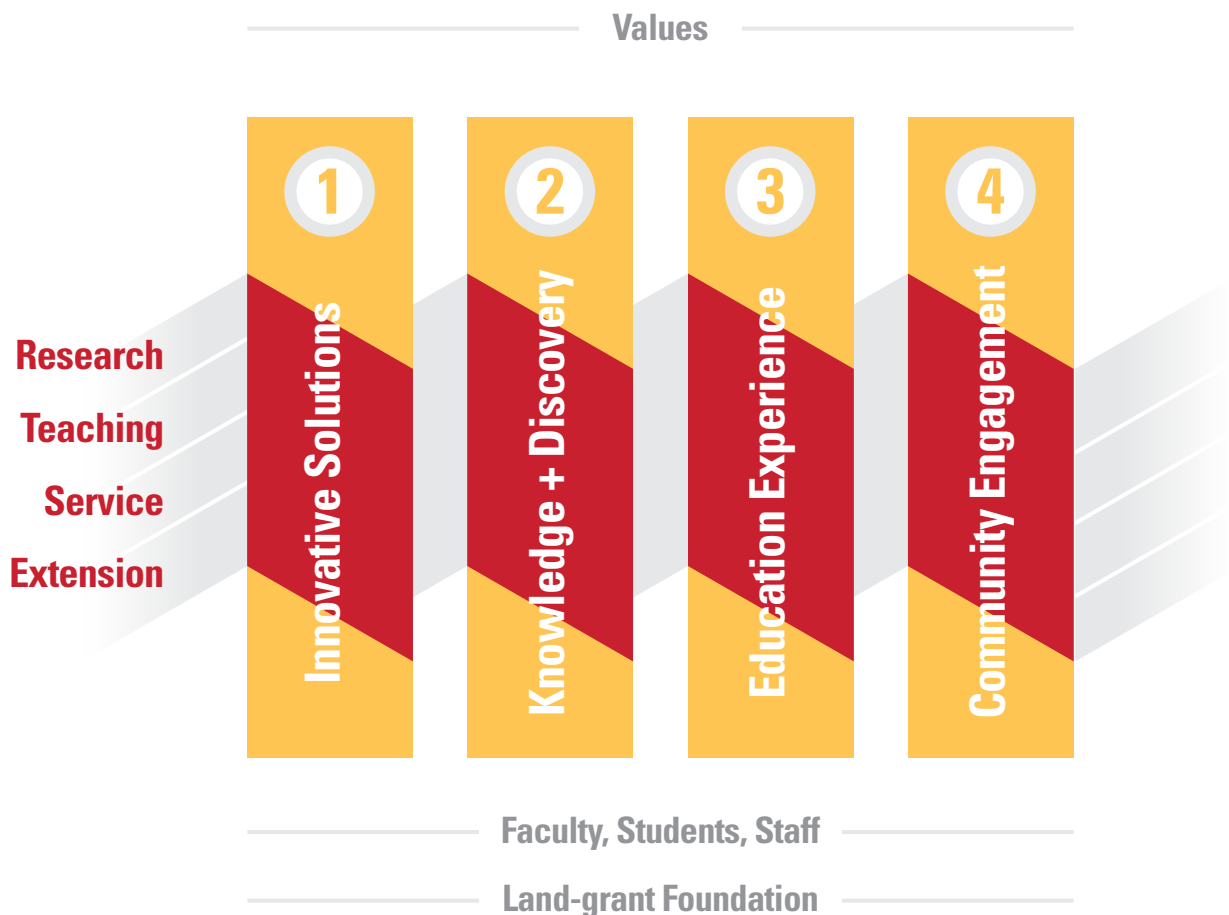
Five aspirational statements define what Iowa State University desires to be and how the university plans to position itself over the next nine years. These “to be” statements will drive an ongoing strategic process of evaluation and investment.

What Iowa State University wants to be will compel what Iowa State does — to take action to move us closer to our aspirations. In nine years, Iowa State University strives:

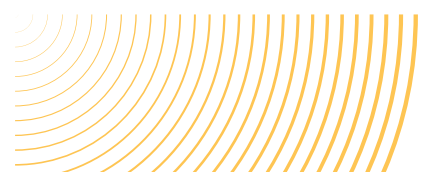
- ▶ **To be the most student-centric leading research university**
- ▶ **To be the university that cultivates a diverse, equitable, and inclusive environment where students, faculty, and staff flourish**
- ▶ **To be the university that fosters lifelong learning**
- ▶ **To be the university that creates opportunities and forges new frontiers**
- ▶ **To be the trusted partner for proactive and innovative solutions**

## Our Pillars

Four pillars encompass the themes of acknowledged university areas of excellence. These strengths are ingrained in the daily work and lives of our faculty, staff, and students, and have been proven time and again throughout Iowa State University's history. Intersected and interwoven throughout the pillars are our land-grant university hallmarks of teaching, research, service, and extension. Most importantly, the pillars give structure and direction on how we make a difference for our state and world in the years ahead. By leveraging these strengths, we will make progress fulfilling our "to be" statements.



- 1 Innovative Solutions.** Innovation, creativity, and an entrepreneurial attitude will inspire the curriculum, decision making and outlook for Iowa State University. We will bring forth expertise, technologies, novel perspectives, and ideas. By striving to bring a creative mindset and unique solutions to the grand challenges of our local and global communities, ISU will be recognized for its distinctive approach to environmental, social, economic, and cultural sustainability, and meeting the needs of society with integrity.
- 2 Education Experience.** Promoting an excellent educational experience focused on student engagement, knowledge growth, transformative educational opportunities, and access to a diverse, inclusive, and welcoming educational environment will create a strong foundation for success and prosperity for a well-educated graduate with life-long relationships to Iowa State University.
- 3 Community Engagement.** Through active participation in and partnership with the local, state, and global communities, Iowa State University advances its land-grant mission to serve society by engaging our stakeholders to understand and address their needs and challenges.
- 4 Knowledge and Discovery.** We will enhance our understanding of our universe and ourselves and create and discover new methods, pedagogies, thought processes, and knowledge. Through deep analysis, research, and collaboration, we will bring forth new technologies, science, perspectives, and ideas to benefit a changing world.



## Our Dynamic Process

Our Dynamic Process Built into the nine-year plan is an innovative process to regularly assess where we stand, infuse new ideas, and respond to a dynamic state, nation, and world landscape. The President’s Office will oversee our that the strategic process provides a mechanism for input, reflection, evaluation, review, and decision-making on investments in strategic projects This dynamic approach that engages both our campus community and external stakeholders will facilitate how we thoughtfully work to achieve what we aspire “to be.” Our process will gather input that will guide planning, prioritization, evaluation, and measurement of success on an annual basis throughout the strategic plan. Strategic project ideas will be solicited and evaluated based on how they align with the university’s priorities, thematic pillars, “to be” statements, and success factors. Progress and successes will be communicated to the Iowa State stakeholders, where input will be gathered, and the process repeats anew.

## Strategic Process for Success



# 2022–2031 STRATEGIC PLAN

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