MU's mission as a public, land-grant university is to discover and disseminate knowledge. Building on its unique interdisciplinary research and teaching strengths, exemplified by Mizzou Advantage, MU will, by 2020, enhance its academic stature as measured by publicly available metrics, including those of the Association of American Universities.

1. **Enhance MU's interdisciplinary strengths to prepare graduates to face tomorrow's challenges**
   1.1 Increase student research and creative activities and experiential learning
      - Promote student research and creative activity through schools and colleges, the Office of Undergraduate Research, Graduate Studies and Mizzou Advantage
      - Increase internships, study abroad and service learning
   1.2 Invest in new tools and strategies to recruit and retain students
      - Enhance scholarships for high-ability undergraduates
      - Provide nationally competitive graduate stipends
      - Increase number of transfer students
      - Expand graduate programs that enhance research priorities
      - Invest in new innovative degree programs
   1.3 Establish teaching and learning center

2. **Grow high-impact interdisciplinary research**
   2.1 Recruit and develop high-impact faculty
      - Recruit 20+ senior faculty members who have an immediate effect on AAU indicators, focusing on these areas of strength: medicine (5), health sciences (2), Physical Sciences (4), Life Sciences (4), Engineering (4), Journalism/new media (1)
      - Recruit early and mid-career faculty with demonstrated excellence in teaching and research
   2.2 Increase post-doctoral fellows across all areas of campus

3. **Ensure that MU has the resources and processes to support high-impact teaching and research**
   3.1 Reward excellence with competitive faculty and staff compensation
      - Reward the most productive and effective faculty and staff
      - Enhance MU's position among the AAU publics in average faculty salary
   3.2 Continually strengthen a diverse, safe, and inclusive campus culture
      - Create a new campus structure for issues of inclusion, diversity, and equity
      - Increase faculty from underrepresented groups
   3.3 Prioritize new construction, renovation, and infrastructure investments based on strategic priorities
      - Invest in facilities needed to meet teaching and research priorities
      - Reduce number of buildings with a FCNI above 0.40
      - Provide library, IT, & research resources to meet faculty needs
   3.4 Ensure that MU's revenue model allows for strategic investments
      - Produce new net revenues through increased online enrollment, economic development, student retention, development
      - Review and revise, if necessary, allocation processes (e.g., incentive plans and graduate student waiver policy) to ensure success with strategic goals.

**Key metrics**
- Federal research dollars
- Number of faculty in national academies
- Number of faculty awards
- Number of post doctoral fellows
- Citations
- Number of doctoral degrees awarded annually

**Key metrics**
- Number of buildings with a FCNI above 0.40
- Average faculty salary by field
- Percentage of faculty from underrepresented groups
- Staff compensation by market
- Student credit hours through Mizzou Online
- Fundraising
- Association of Research Libraries indicators