

# UC Santa Cruz Goals Conference

## *May 23, 2014 Goals*

### RESEARCH

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- Create UC quality research support
- Create an Institute for Research Excellence
- Develop an academic plan
- Promote and support multi-investigator campus research initiatives

### STUDENT EDUCATION AND EXPERIENCE

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- Establish high profile programs to advance student success
- Implement an integrated comprehensive learning and development plan for the first year experience (frosh, undergrad transfers, graduate students)
- Establish a comprehensive leadership program for students
- Increase undergrad engagement in research and creative work

### OPERATIONAL EXCELLENCE

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- Increase staff morale
- Develop a first class professional development program for staff
- Integrate operations and academic plan
- Create a one-stop shop for campus community members who have a problem (IT, safety, mental health, registration)

### COMMUNICATIONS AND REPUTATION

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- Develop a coherent identity and story communicated dynamically, internally and externally.
- Better publicize and celebrate faculty successes

### EXTERNAL PARTNERSHIPS

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- Creation of a center for the coordination and synergy in community based research, K-12 education, and service learning
- Create an office for promoting city/regional economic development/tech transfer/Silicon Valley