

Experience Excellence 2022-2030

Vision

Eastern Kentucky University will be excellent in all that we choose to do.

Mission

Eastern Kentucky University is the School of Opportunity where everyone belongs. World class faculty and staff create opportunities for personal growth through exceptional experiences, to ensure students realize their fullest potential and achieve excellence. ECU graduates shape the success and vitality of their professions and communities.

Strategic Priorities

Goal 1: Knowledge

Knowledge is at the center of ECU's commitment to serve as the School of Opportunity. From academic teaching and learning to experiential co- and extracurricular activities, ECU strategically advances academic and student success programs that support ECU's diverse learners.

Goal 2: Innovation

Innovative thinking and bold action will elevate and differentiate ECU. Innovation will enhance organizational stewardship, intellectual and creative capacity, and economic vitality within ECU and the communities we serve.

Goal 3: Transformation

ECU is dedicated to transforming lives and communities. ECU's learning environments support intellectual growth, creativity, empowerment, and life-changing experiences by centering access, equity, dignity, respect, and inclusivity.

Guiding Values

Inclusion

Community engagement
Diversity of people and perspectives
Professional growth
Hospitality
Celebration

Trust

Consistency
Effective communication
Accountability
Efficiency
Leadership