Vision

Marquette University aspires to be, and to be recognized, among the most innovative and accomplished Catholic and Jesuit universities in the world, promoting the greater glory of God and the well-being of humankind.

We must reach beyond traditional academic boundaries and embrace new and collaborative methods of teaching, learning, research and service in an inclusive environment that supports all of our members in reaching their fullest potential.

Marquette graduates will be problem-solvers and agents for change in a complex world, so in the spirit of St. Ignatius and Jacques Marquette they are ready in every way “to go and set the world on fire.”
Strategic Themes

- Pursuit of Academic Excellence for Human Well-being
- Research in Action
- Social Responsibility and Community Engagement
- Formation of the Mind and the Heart
- Enhancement of Organizational Effectiveness
- Sustainability of Valuable Resources
Pursuit of Academic Excellence for Human Well-being

Marquette’s fundamental characteristic is its commitment to innovative academic excellence. Marquette is further distinguished by its history of offering a professional education informed by the humanities and sciences. These academic strengths will be the primary focus of our planning and will be directed toward serving the well-being of the world, a tradition established by the earliest leaders of Jesuit higher education. This pursuit of excellence combines with our historic commitment to educational access.
Goal
Advance Marquette University as a highly ranked destination university, renowned for academic rigor, innovation and the achievements of its community of scholars.
Objectives

- Be a first-choice university for bright and promising students.
- Recruit, retain and empower mission-driven, diverse faculty at the cutting edge of their fields.
- Adopt new learning and research technologies to strengthen the university’s commitment to offering a personally transformative education.
- Move into the top quarter of national universities ranked by *U.S. News & World Report*. 
Research in Action

Marquette is increasingly recognized for the collaborative research and scholarship undertaken by our faculty and students. Research at Marquette has a strong sense of purpose and action, whether it is through the extension of knowledge beyond existing boundaries, the development of solutions to the world’s most pressing problems or the search for answers to life’s deepest questions.
Goal
Advance Marquette as a university committed to research and scholarship, with a distinctive emphasis on excellence in strategically-defined areas.
Objectives

- Encourage faculty to define and grow areas of greatest research potential.
- Create an institutional culture that promotes scholarly collaboration across disciplines and research that addresses community and world problems.
- Achieve the “High Research Activity” Carnegie Research Classification.
Social Responsibility and Community Engagement

Marquette’s students, faculty, staff and alumni live out a deep commitment to serving others and promoting solidarity and the common good. As a Catholic and Jesuit university, Marquette has a special responsibility to contribute to needed solutions for urgent problems. Given the knowledge and expertise of our faculty and staff, Marquette must broaden opportunities for strategic partnerships throughout the world and particularly in Milwaukee.
Goal
Distinguish Marquette as a university in which ethics, service and the promotion of justice are key elements of the student experience and attract faculty and staff committed to our mission.
Objectives

- Involve and ignite the Marquette community to serve as a pivotal resource for addressing key community issues.
- Coordinate and harness Marquette’s current resources for addressing issues such as community health and K-12 education.
- Pursue certification under the Carnegie Community Engagement Classification.
Formation of the Mind and the Heart

Just as the earliest Jesuits embraced the values of humanism, the Marquette community is committed to developing each individual’s full potential across the entire range of human experience. In an increasingly diverse environment, we will continue to draw on our special gift for intellectual, emotional and spiritual transformation.
Goal
Define the Marquette experience as personally transformative and grounded in the practice of Jesuit spirituality and pedagogy.
Objectives

- Consider every encounter with students an opportunity for their formation as individuals and their full engagement as members of a diverse university community.

- Engage faculty, staff and students in exploring and enhancing their understanding and practice of Jesuit spirituality and pedagogy.

- Create a reflective environment in which students, faculty and staff are given the tools and space to examine their own lives, meanings and purpose in the context of the needs of the community and the world.

- Distinguish Marquette as a community that embraces diversity and nurtures the unique gifts of all of its members through a deep commitment to the Jesuit principle of *cura personalis.*
Enhancement of Organizational Effectiveness

Marquette prepares students to work effectively in a world of complex organizations, teams, and institutions, by encouraging them to acquire and practice crucial communication skills, cultural sensitivity, global awareness, and leadership experience, both inside and outside the classroom. The university similarly seeks to make itself a learning organization that embraces diversity and asks its employees to commit to a culture of respectful collaboration, personal wellness and continuous improvement, in order to grow Marquette’s reputation as one of the country’s premier employers in higher education.
Goal

Encourage, as a model for our students, a university culture of innovation and continuous improvement, where candor, diverse views and constructive dialogue are welcome.
**Enhancement of Organizational Effectiveness**

**Objectives**

- Engage faculty and staff in meaningful work that encourages mutual accountability to improve the university.

- Prepare Marquette students for a world that needs their leadership by encouraging their participation in student-led and student-managed experiences.

- Encourage a culture of continuous university and individual improvement to ensure both organizational effectiveness and personal growth and development.

- Be an employer of choice within our national peer group to recruit and retain the best and brightest talent.
Sustainability of Valuable Resources

As the 35th General Congregation of the Society of Jesus reminds us, globalization, technology and environmental concerns have “challenged our traditional boundaries and have enhanced our awareness that we bear a common responsibility” for the welfare of the university and the entire world. Marquette will reflect a commitment to responsible stewardship of human, financial, physical and environmental resources.
Goal
Marquette will assess, evaluate and transform university operations and practices to increase efficiencies, sustain shared resources and thrive in tomorrow’s competitive higher education landscape.
Sustainability of Valuable Resources

Objectives

- Cultivate financial literacy and a shared sense of fiscal stewardship within the university community.
- Grow the university’s endowment and its annual sources of revenue through philanthropy.
- Gain national distinction for fostering sustainable practices among faculty, staff and students, and for cultivating a culture of environmental responsibility.
- Recognizing the Marquette brand as a valuable resource, leverage the university’s nationally ranked men’s basketball team and other athletic programs through an elite new Big East Conference that shares a commitment to academic rigor, research and developing well-rounded, success-driven students.
Beyond Boundaries: Setting the Course for Marquette’s Future

Marquette University Strategic Plan