
SECTION ONE

Eastern Kentucky
University

Introduction

Eastern Kentucky University is a regional, coeducational, public institution of higher education offering general and liberal arts programs, pre-professional and professional training in education and various other fields at both the undergraduate and graduate levels. Located in Richmond, Madison County, Kentucky, Eastern Kentucky University has a distinguished record of more than nine decades of educational service to the Commonwealth.

Situated near the heart of the Bluegrass, Richmond is served by a network of major highways which makes Eastern Kentucky University easily accessible from all parts of Kentucky and surrounding states. Richmond is 26 miles southeast of Lexington, Kentucky. Interstate Highways 1-75 (north-south) and I-64 (east-west) make the metropolitan areas of Cincinnati, 112 miles to the north, and Louisville, 110 miles to the west, within convenient distance by automobile. Richmond is also served by U.S. Route 25 from south Eastern Kentucky and Kentucky Route 52 from the east and west. The Kentucky Turnpike and the Mountain, Daniel Boone, and Cumberland Parkways provide even greater accessibility by automobile since the city is located near the convergence of these arterial highways into the interstate system.

Richmond, the county seat of Madison County, is an expanding community of approximately 28,000 population.

In and around Richmond are many areas of historic and scenic interest. Boonesborough State Park, birthplace of Kentucky, is located 12 miles to the north. Many other historical places are within easy driving distance. Scenic and recreational areas surround this section of the state.

History

The Kentucky General Assembly of 1906 enacted legislation establishing the Eastern Kentucky State Normal School. Governor J. C. Beckham signed the bill into law on March 21, 1906. On May 7 of that year, the Normal School Commission, meeting in Louisville, selected the campus of the old Central University, founded in 1874, in Richmond, Kentucky, as the site of the new school. On June 2, 1908, Ruric Nevel Roark was chosen President of the Normal School and the training of teachers was begun.

In 1922, Eastern Kentucky University became a four-year institution known as the Eastern Kentucky State Normal School and Teachers College. The first degrees were awarded by this institution in 1925. In 1928, the College was accredited by the Southern Association of Colleges and Secondary Schools. In 1930, the General Assembly renamed the school the Eastern Kentucky State Teachers College.

In 1935, a graduate program was approved at Eastern, leading to the Master of Arts degree in Education. In 1948, the General Assembly removed the word "Teachers" from the name of the college and granted the college the right to award nonprofessional degrees.

The most significant day since its founding came for Eastern on February 26, 1966, when Governor Edward T. Breathitt signed into law a bill renaming the institution Eastern Kentucky University (EKU) and sanctioning the awarding of graduate degrees in academic fields other than education.

During this period of time, Eastern Kentucky University has increased rapidly in size and stature. Beginning with a few students engaged in short review and certificate courses, the University today serves thousands of Kentuckians. The curriculum leads to

associate degrees, baccalaureate degrees, and an expanding graduate program that currently offers degrees at the master's level in many other fields as well as the already well-established Master of Arts degree in Education and the various fifth- and sixth-year leadership programs in education. Specialist degree programs have been implemented in education and psychology. In addition to these programs, Eastern Kentucky University offers cooperative doctoral programs with cooperating institutions.

Ever-mindful of the purpose of its founding, Eastern Kentucky University continues to recognize its historic function of preparing quality teachers for the elementary and secondary schools of the Commonwealth. However, a strong liberal arts curriculum leading to appropriate degrees, together with pre-professional courses in several areas and graduate programs, enable Eastern Kentucky University to serve the Commonwealth as a regional comprehensive university.

Mission Statement

For more than a decade, a mission statement approved by the Council on Postsecondary Education (formerly the Kentucky Council on Higher Education) has guided the University (see last section). During the planning process, this mission statement was refined to be more succinct and to better reflect our role for strategic planning purposes. We are not replacing the CPE mission statement, but rather, we developed a mission statement to appear in the context of the 2003-2006 University Strategic Plan, "Moving Forward Together." The revised mission statement is:

**Eastern Kentucky University is a student-centered
comprehensive public university dedicated to high-quality
instruction, service, and scholarship.**

Core Values

Values are the code of organizational conduct. They guide the decision making in all endeavors of the University. They direct our actions and must both inspire and compel all faculty, staff, and students to continuously be true to them. The Eastern Kentucky University community is committed to demonstrating these values in our daily actions to accomplish our mission and achieve our vision. EKU will be guided by the following six values when planning, setting priorities, and making decisions regarding the University community's pursuit of the three fold mission of higher education: teaching, service, and scholarship.

Civic Responsibility and Civility

We believe that it is the duty of Eastern Kentucky University to educate our students and to deliver an understanding of how the knowledge passed to them can benefit the citizens of southeastern Kentucky, the Commonwealth of Kentucky, the nation, and globally. The values that we must teach of civic responsibility and how to influence democratic decision making must embrace both the skills and the spirit of democracy thus creating innumerable opportunities for our students to practice and reap the results of the real, hard work of citizenship. At the heart of civic responsibility lies the value of civility. The University community strives to propagate the understanding and practice of civility in public discourse and social life and encourages the promotion of learning regarding the techniques and value of dialogue and nonviolent conflict resolution.

Diversity, Dignity, Integrity

The EKU University community holds our students, faculty and staff to the demonstration of high moral principles and professional standards both in and out of the University setting. We hold ourselves to the responsibility of dignity as exemplified by a proper sense of pride and self-respect in fulfilling all areas of the University's mission. We honor and pursue a University community climate that respects and celebrates the diversity of peoples and seeks to embrace all citizens and prohibit judgments based on race, ethnicity, religion, socio-economic status, gender, sexual orientation, disabilities, and cultural or national backgrounds.

Excellence and Innovation

Our University community believes that excellence is achieved as a continuum of effort and not as an event. To this end, we envision achievement of the highest standards to be attained through ongoing assessment and continuous quality improvement. The promotion of personal and academic excellence is the foundation for institutional excellence. We deem that an environment, which fosters innovation at all levels, is critical to the success of the institution.

Opportunity and Access

The EKU University community is dedicated to the idea that its history and tradition are embedded in Appalachian values, foremost of which are the uniqueness of the individual and the provision of opportunity and accessibility to all who seek the fulfillment of education intellectually and experientially.

Shared Governance and Collaboration

The EKU University community accepts as true that leadership characterized by vision and embedded with participatory decision-making at all levels is the emblem of an effective organization. We are committed to providing an atmosphere in which we pursue our joint aspirations in the spirit and practice of collegiality and collaboration at all levels of our community.

Student Success

The EKU University community acknowledges that its students, faculty, staff and alumni are the source of its strength: collectively, they determine the spirit, eminence, and efficacy of the institution. However, it is the success of its students upon which hinges the future of EKU. To this end, our greatest value is "student success," in the classroom, at work, and on the stage of the world at which they represent the collective efforts of the EKU University community.

Vision

The vision expresses an ideal to which the University aspires and relates its future. This vision was developed after gathering input from external and internal constituents, including top-down and bottom-up perspectives of EKU's future. The Vision for the 2003-2006 Eastern Kentucky University Strategic Plan is:

Eastern Kentucky University will be the leading comprehensive university in the Commonwealth of Kentucky, earning national distinction, where students come first.

Institutional Goals

Eastern Kentucky University's Institutional Goals chart the efforts that will enable the University to realize its Vision for the future and to fulfill the University's Mission. The goals encompass all the facets of the University's life. **(Please note: these are not listed in any particular order or suggested priority.)**

- To promote and support a climate that respects and celebrates diversity.¹
- To continuously improve the programs, services, and infrastructure of the University through the use of inclusive and innovative processes.
- To promote learning through high quality programs and services.
- To provide intellectual and cultural opportunities which will develop and enhance scholarship and intellectual curiosity.
- To increase and enhance external and internal constituency engagement, while maintaining a connection with Appalachia.
- To attract, develop, and educate an increasingly diverse student body.

¹University Diversity Committee's Definition of Diversity: EKU promotes a climate that respects and celebrates diversity within its community which includes, but is not limited to race, ethnicity, religion, socio-economic status, gender, sexual orientation, disabilities, and cultural or national backgrounds, in pursuit of common unity (February 13, 2003).

**Strategic Directions
2003-2006 Planning Cycle**

To direct the University's actions toward achieving the Vision, to support the University's Mission and Institutional Goals, and to function effectively within an environment of challenges and opportunities, Eastern Kentucky University has selected the following Strategic Directions for the 2003-2006 Strategic Plan. These Directions serve to focus our work to realize our Goals and will guide us over the next three years. **(Please note: the Goals and Strategic Directions are not listed in any particular order or suggested priority.)**

Goal 1: To promote and support a climate that respects and celebrates diversity.

Strategic Direction 1.1: *Enhance a climate that supports diversity.*

Strategic Direction 1.2: *Increase recruitment and retention of a diverse faculty, staff and student body to reflect the global society.*

Goal 2: To continuously improve the programs, services, and infrastructure of the University through the use of inclusive and innovative processes.

Strategic Direction 2.1: *Enhance faculty and staff use of technology.*

Strategic Direction 2.2: *Improve institutional effectiveness by utilizing a strategic planning, budgeting, and assessment process that incorporates shared governance.*

Strategic Direction 2.3: *Increase base budget funding for deferred maintenance.*

Strategic Direction 2.4: *Increase financial flexibility.*

Goal 3: To promote learning through high quality programs and services.

Strategic Direction 3.1: *Enhance student learning through excellence in teaching, scholarship, and service.*

Strategic Direction 3.2: *Improve compensation to attract and retain high quality faculty and staff.*

Strategic Direction 3.3: *Increase opportunities for and participation in learning experiences inside and outside the classroom.*

Goal 4: To provide intellectual and cultural opportunities which will develop and enhance scholarship and intellectual curiosity.

Strategic Direction 4.1: *Enhance professional development opportunities.*

Strategic Direction 4.2: *Enhance resources and opportunities for faculty/staff/student collaboration in scholarly and creative activities.*

Goal 5: To increase and enhance external and internal constituency engagement, while maintaining a connection with Appalachia.

Strategic Direction 5.1: *Increase net external funding with emphasis on grants, contracts, private support, and economic development activities.*

Strategic Direction 5.2: *Enhance partnerships with business and community entities.*

Strategic Direction 5.3: *Enhance external and internal marketing and public relations to increase visibility.*

Goal 6: To attract, develop, and educate an increasingly diverse student body.

Strategic Direction 6.1: *Develop and implement a comprehensive enrollment planning process.*

Strategic Direction 6.2: *Develop a student-centered support system for a diverse student population.*

EKU-CPE Mission Statement

Commonwealth of Kentucky
Council on Postsecondary Education
Eastern Kentucky University

MISSION STATEMENT

(Refined December 15, 1993)

The Council of Postsecondary Education formerly the Kentucky Council on Higher Education has approved the following Mission statement for Eastern Kentucky University:

“Eastern Kentucky University shall serve the citizens of the Commonwealth of Kentucky as a comprehensive, regional university, providing instruction, public service, and research.”

Geographic Region. In the development and offering of its programs and services, the University shall place priority on meeting the needs of the citizens of central, eastern, and southeastern Kentucky.

Institutional Admission Standards. Eastern Kentucky University shall admit students to the institution under selective admission standards which exceed the minimum guidelines established by the Council on Postsecondary Education, with only limited exceptions. Institutional standards shall be consistent with the system wide policy for admitting under prepared students, including the removal of academic deficiencies within a specified timeframe. Through this approach, the University seeks to provide both broad access and high-quality programs.

Degree Levels. The University shall offer selected undergraduate programs, pre-professional curricula, and selected master’s and education specialist programs determined to meet demonstrated student interest and/or societal needs. Special attention shall be paid to the educational needs of the University’s service region. Certificate programs shall not be offered unless they are integral to associate or baccalaureate programs.

Strategic Directions/Program Priorities. Eastern Kentucky University shall: continue its tradition as an educator of classroom teachers and school administrators; support the needs of Kentucky’s business community; respond to appropriate societal needs and public policy objectives; and respond to the region’s technical education needs. These strategic directions translate into a core of liberal arts baccalaureate programs, in addition to degree programs at the certificate (C), associate (A), baccalaureate (B), master’s (M), and specialist (S) levels that may include the following: — (relevant categories from the Classification of Instruction Programs by level are included in brackets) —

agricultural business (A, B - 01); conservation and renewable natural resources (B - 03); marketing (B - 08); communications (B - 09); computer and information science (B - 11); education (A, B, M, S - 13); engineering technologies (A, B, M - 15); home economics (B, M - 19); vocational home economics (A - 20); legal studies (A, B - 22); English and literature (M - 23); liberal arts (B - 24); biological sciences (B, M - 26); mathematics (B, M - 27); parks, recreation, and leisure (B, M - 31); physical sciences (M - 40); psychology (M, S - 42); protective sciences (C, A, B, M - 43); public administration and services (B, M - 44); social sciences (M - 45); precision and production trades (A - 48); transportation (B - 49); fine arts (B, M - 50); health professions (C, A, B, M - 51); and business management (A, B, M - 52).

Enhancement of Instruction. The primary mission of the University shall be to provide its students instruction of the highest possible quality. The University shall utilize information obtained through its assessment program to enhance the quality of its instructional programs.

Public Service and Research Functions. The public service efforts of Eastern Kentucky University shall be designed to meet the needs of its service region and be related to its academic programs and capabilities. The continuing education requirements of the region's public school personnel and assistance in economic development should receive special emphasis. Research shall support the primary function of instruction, supplement the University's public service efforts, and advance knowledge in the subject matter areas with which the University is concerned. The University shall develop cooperative applied research and teaching programs using such resources as Maywoods, Lilley Cornett Woods, and Pilot Knob Sanctuary.

Collaborative Ventures. As a member of the Commonwealth's higher education system, it is incumbent on the University to cooperate with the other institutions, the Council on Postsecondary Education, and other state and federal agencies in fulfilling the strategic for higher education in Kentucky. This shall include the appropriate and efficient use of telecommunications technology. Further, to the extent possible, the University should foster articulation between its programs and those of other institutions, both public and private, which emphasize the transfer of credits from other institutions toward degree completion.

Efficiency and Effectiveness. Eastern Kentucky University shall insure that its resources are expended in a manner consistent with its mission. This shall include the promotion of cost effectiveness in academic programming and institutional management. Strategic planning shall include both the identification of programs which are no longer responsive to societal needs or are unnecessarily duplicative of those of another institution and the development of carefully selected new programs compatible with this mission. Measures of quality and performance shall be integral to the University's assessment and accountability systems which promote continuous improvement of programs and services.