The College of New Jersey
Strategic Map: 2012-2016

Make the Timely Strategic Choices Necessary to Provide Educational Excellence on an Affordable, Sustainable Basis

A
Clarify and Communicate TCNJ Identity & Distinctiveness

1. Reaffirm the TCNJ Mission and Key Educational Elements/Outcomes

2. Define Key Outcomes for TCNJ Graduates

3. Identify Points of Excellence and Distinctiveness

4. Define a Concise Institutional Identity

5. Implement Effective Communications Strategies for Key Target Audiences

6. Create/Modernize Facilities for Co-curricular Student Engagement

B
Strengthen TCNJ's Intellectual Community and Focus Academic Programs

1. Increase Support for TCNJ Faculty Scholarship

2. Use Program Assessment and Prioritization to Drive Excellence

3. Identify and Prioritize Signature Experiences and Foster Universal Participation

4. Foster Engaged Pedagogies and Best Practices Wherever Learning Occurs

5. Strengthen Advising to Foster Student Learning and Success

6. Ensure Adequate Human Resources Aligned with Strategic Priorities

C
Strengthen the Integrated, Transformative Total Student Experience

1. Enhance “Entry Point” Opportunities for Engagement and Integration

2. Develop & Implement Reallocation to Support Strategic Priorities

3. Explore Creative Options for Revenue Enhancement

4. Expand and Strengthen Development Efforts Aligned with Priorities

5. Implement the Technology to Support Effectiveness

6. Expand and Strengthen Faculty and Staff Development

D
Develop and Implement a Sustainable Financial Model Supporting A,B,C&F

1. Build Financial Models to Support Strategic Resource Deployment

2. Align Decision Making with Strategic/Institutional Effectiveness

3. Align Institutional Planning, Assessment and Budgeting Processes

4. Create a Culture Of Both Innovation and Accountability

5. Create the Physical Infrastructure to Support Effectiveness

6. Implement the Technology to Support Effectiveness

E
Create a Strategically Effective Institution Focused on Outcomes Supporting A,B,C&F

1. Align Decision Making with Strategic/Institutional Effectiveness

2. Align Institutional Planning, Assessment and Budgeting Processes

3. Create a Culture Of Both Innovation and Accountability

4. Create the Physical Infrastructure to Support Effectiveness

5. Implement the Technology to Support Effectiveness

6. Expand and Strengthen Faculty and Staff Development

F
Live a Culture of Diversity & Inclusion

Revised
10/07/14