

# FUTURE IN FOCUS

STRATEGIC PLAN 2024



# LET KNOWLEDGE SERVE THE CITY

## OUR PURPOSE

Portland State University, Oregon's most diverse and only urban public research university, was founded in 1946 to serve veterans returning from World War II.

PSU provides access to a top-tier education as a key driver of economic and social mobility, and serves as a source of growth for the diverse communities in the region and a catalyst for social progress. And this isn't just what we do—it's who we are.

Much has changed in our world since 1946, and our communities face profound challenges. With our Future in Focus, we express our unwavering purpose: to support learners to follow their dreams and achieve their goals for a better life for their families and communities.

As we remember our institutional founding with pride, we embrace our future as an urban minority-serving research institution, inspiring each other to create new opportunities for our region and our world.



# 2030 VISION

PSU thrives as Oregon's urban research university where every student develops the knowledge and skills they need to successfully engage in careers and the world. We are a national leader for social mobility through higher education, a model for serving minoritized learners and a driving force for Portland's success.

PSU is a dynamic workplace that supports the professional development and well-being of all employees. We harness our academic excellence, innovative research, strategic partnerships and community engagement to address local, regional and global challenges.



# HOW WE WORKED

PSU community members built our strategic plan through 50+ engagement events and team meetings from October 2023 through July 2024.

## *Our process included:*

- A steering committee and collaborative work groups with 46 faculty, staff, students, trustees, subject matter experts and equity ambassadors
- 830 survey submissions defining *The Heart of PSU*
- 50 volunteer-facilitated conversations with 400+ students, staff, faculty and community partners
- 800+ students and community partners providing input via surveys, focus groups and pop-up table events throughout campus
- 370 new ideas shared to help build a 2030 vision



# *OUR GUIDING COMMITMENTS*



PROVIDING  
EQUITABLE  
ACCESS TO  
QUALITY  
EDUCATION



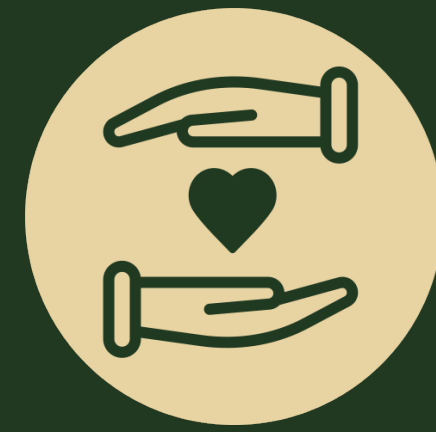
WELCOMING  
AND  
SUPPORTING  
ALL LEARNERS



BUILDING A  
COMMUNITY  
ETHOS OF CARE  
AND WELL-  
BEING



CO-CREATING  
THE FUTURE OF  
OUR REGION



MODELING  
RESPONSIBLE  
STEWARDSHIP



# STRATEGIC IMPERATIVES



**1. Create clear pathways for our region's learners to achieve their educational goals and provide a strong return on investment**



*“I want my curriculum to have real world applications so I can actually use the knowledge I gain.”*



## *STRATEGIC IMPERATIVES*



**2. Lead the Pacific Northwest in serving minoritized students and boosting the college success rate**





*“Economic mobility is the most important to me. Lifting generations out of low-income/low education is important to me. I believe PSU does a good job at this, and hope they continue to improve.”*



# *STRATEGIC IMPERATIVES*



**3. Support and empower  
our employees and  
operations**



*"I love our stakeholders. I love my faculty. I love the mission...I believe in this community. I am hopeful that things can get better."*



# *STRATEGIC IMPERATIVES*



**4. Drive Portland's economic, social and cultural resurgence**



*“The city is this school's greatest asset...and maybe vice versa.”*



# *NEXT STEPS*

With our strategic planning complete, our campus community will work to implement the strategy we have built together. In the next year, we will translate our imperatives into clear priorities for action, define our budget requirements for implementation and adjust our budget to support our goals.





***“In the coming years, PSU will be intensely focused on how we serve our students and our community in the highest and best way. We will double down on our most effective student success strategies, nurture the conditions for widespread well-being on our campus and expand on our contributions to our city, our region and our state that promote thriving for all.”***

- Ann E. Cudd



***THANK YOU***

PORTLAND STATE  
UNIVERSITY

