

Creighton University Goal Alignment Categories

Academic Excellence – Creighton’s comprehensive undergraduate, graduate and professional programs are committed to cultivating intellectual rigor through high-impact learning, research and service. Differentiated by Catholic, Jesuit pedagogy and experience, Creighton’s programs leverage a person-centered approach to develop critical thinkers who will meet the challenges of the global community and engage in the creation of a more just, healthful and vibrant world for all.

Growth and Expansion of Our Mission – Creighton is committed to meeting the complex challenges of the present and realizing the possibilities for the future on a local, national and international scale. Creighton will expand its mission through the creation of the Phoenix Health Sciences Campus, the enhancement of programs for lifelong learners, and the cultivation of an environment that is inclusive and welcoming to students, faculty and staff from diverse backgrounds.

Innovation – Creighton will build upon its Jesuit, Catholic traditions to create an adaptable, innovative institution that will thrive in an increasingly dynamic environment. With an openness to diversity of thought and an environment of continuous improvement, Creighton encourages, faculty, staff and students to think creatively and strategically to solve the challenges of the present while anticipating the needs of the future.

Stewardship of Resources - Aligned with our Jesuit value of Magis, we will proactively strive for continuous improvement of the efficiency and effectiveness of our operations, and measure our progress using objective data. In the Magis spirit of generous excellence, we will strive to manage our expenses to support student affordability and debt concerns.

Position Specific – Job specific goals that serve the purpose of moving the university forward. Goals may include improving the quality or quantity of work, leveraging new tools or technology, increasing efficiency or reducing the use of resources. Goals should be aspirational yet achievable and encourage better performance of a current role or preparation for a future role within the University.

To ensure goals are in alignment with the university’s top priorities, the following goal categories are recommended, as applicable to an individual’s role.

Academic Excellence

- Increase participation in Interprofessional Education
- Increase student experiential learning, research and internships
- Increase undergraduate student freshman to sophomore retention rate
- Increase the post-graduation job placement rate
- Increase extramural grant support
- Increase faculty publications and citations
- Achieve an increase in post-graduation grants, fellowships and awards, such as Rhodes, Fulbright and Marshall

Growth and Expansion of Our Mission

- Mission formation of faculty, staff and students
- Achieve the Phoenix Campus enrollment growth plan
- Increase the diversity of our students, faculty and staff
- Growth in supporting needs of the learner throughout their lifetime
- Increase the retention rate and graduate rate of diverse students
- Increase in alumni giving percentage
- Develop students to have a commitment to post-graduation service and volunteerism

Innovation

- Increase community engagement through collaborations focused on health disparities and intentional connection to Creighton's service and research missions
- Expand curriculum that leads to Health Sciences graduates practicing collaborative care in the workplace
- Increase revenue by supporting student retention improvement initiatives
- Identify new program opportunities based on emerging student interests, including nontraditional formats such as badge and certificate programs
- Provide students and faculty with a powerful learning-technology environment both to facilitate learning and to prepare them for employment in an increasingly technological workplace
- Adopt and promote new models of educational design, program delivery and market development to address current challenges to the traditional higher education business model which are largely driven by affordability and access concerns

Stewardship of Resources

- Increase innovative sharing and collaborating of resources and functions across the university
- Reduce space needs and costs by digitizing paper files, alerting facilities to underutilized space, and collaboration to maximize space utilization.
- Document process steps and identify opportunities to eliminate non value-added steps and to automate manual processes using desktop tools such as Excel or Access or through collaboration with IT