

Vision

The University of Montana will be a **Flagship for the Future**, fostering inclusive prosperity and democracy and creating new knowledge and ways of learning

Prosperity

We aspire to cultivate prosperity on an individual and collective level.

Prosperity is characterized by meaningful work that enables individuals to support themselves and their families. Prosperity is also marked by healthy relationships, lifelong curiosity, and a deep sense of responsibility to one's community.

We enhance the collective prosperity of our community by developing an educated workforce to fuel job growth and business formation, as well as an informed, engaged citizenry that is vital to a healthy democracy. We produce new knowledge and work collectively with local, state, and national partners to tackle complex challenges and address urgent needs.

Inclusion

We aspire to serve learners from all backgrounds and any hometown large or small, and we are deeply committed to making a UM education both accessible and affordable for all.

We also aspire to serve learners at all stages of their lives and careers by providing a platform for learning that is adaptable and durable—whether individuals are just graduating high school, serving our country, seeking to progress in their careers, or looking for a fresh start. In partnership with employers, industry, and other educators, we forge new ways to serve those who may have never imagined that higher education was for them.

We cultivate an engaged citizenry and healthy democracy by bringing into conversation diverse perspectives to build solutions together.

New ways of learning

We aspire to create a better future by reshaping how we deliver education.

We recognize the diversity in how human beings learn and are dedicated to serving our students and employees as whole individuals in search of meaning, well-being, career fulfillment, and community connection.



A detailed FY25 Annual Playbook is available online at umt.edu/strategy

FY25 Annual Playbook

Priorities for Action

UM's Priorities for Action serve as values that guide our decisions and actions.

PFA 1: STUDENT SUCCESS

In all of our decisions and actions, we will put the success of our students first. We will focus on student retention, persistence, and success through graduation and beyond.

PFA 2: ACADEMICS & RESEARCH

Our curriculum, pedagogy, and research will evolve and adapt to best prepare students and communities to succeed in a dynamic, uncertain world.

PFA 3: MISSION FIRST PEOPLE ALWAYS

People make UM successful. We will focus on people's growth and learning, and on fostering a diverse and inclusive campus.

PFA 4: PARTNER WITH PLACE

We benefit greatly from our natural setting and our connection to our community, state, and region. We will both use and strengthen that asset through collaborative learning opportunities, research, and service.

PFA 5: PROUDLY TELL THE UM STORY

We are an institution whose transformative impact on individual students, Montana, and the world needs to be known.

Objective 1

Increase enrollment through recruitment and access



Objective 2

Increase retention and persistence through enhanced student experiences



Objective 3

Differentiate UM through an integrated curricular and co-curricular journey that emphasizes academics, service, leadership, and career preparation



Objective 4

Differentiate UM by serving the needs of a wider range of learners through partnerships and clearer curricular pathways



Objective 5

Build partnerships and leverage research and economic development initiatives in response to urgent community, state, and global needs



Objective 6

Attract and support employees through improved recruiting, retention, and management efforts



Objective 7

Broaden alumni, community, and donor engagement



Objective 8

Strengthen core infrastructure and processes to improve students' and employees' campus experiences, enhance efficiencies, and maintain safety and integrity

