FY 14 Neutral Tactics
APPROVED ON 9/19/2013

Theme / FA	Goal/ Tactic	Description
Theme 4: Inter-disciplinary Research	1.2	Establish a campus-wide interdisciplinary research emphasis.
Theme 6: Local & Global	2.2	Expand local and global interdisciplinary research and inter-professional education and services.
Theme 7: Economic Development	3.1	Identify 7 to 10 interschool and Universitywide "Big Ideas" and three to five specific top-level priorities for each school to showcase innovative and exemplary work being done through the University and form its core philanthropic priorities.
Theme 7: Economic Development	3.2	Develop a compelling, Universitywide "Case for Support" based on both University-level and school-specific needs and priorities.
Theme 7: Economic Development	3.3	Develop and implement annual fundraising goals using evidence-based research and analysis of prospects, benchmarks with peers, and track metrics and outcomes using consistent and transparent measures.
Theme 7: Economic Development	3.4	Energize and strengthen the University's central development infrastructure to support the president's role as chief fundraiser and provide development support services to the schools.
Theme 7: Economic Development	3.5	Expand and cultivate a robust pool of philanthropic prospects at all levels of giving, through enhanced research, data-mining, and outreach.
Theme 7: Economic Development	3.6	Develop a Universitywide regional program of philanthropic outreach for alumni development and events.
Theme 9: University Community	3.1	Encourage Universitywide participation in activities hosted in each school or administrative area as appropriate.
FA: Information Technology	1.2	Identify and prioritize IT initiatives and investments critical to the University's mission.
FA: Information Technology	1.4	Devise and implement mechanisms that provide feedback from key University and community stakeholders and partners to continuously evaluate and improve services and infrastructure.
FA: Information Technology	2.2	Implement a hardware infrastructure that optimizes the use of servers and date storage resources