

Eagle 2020 Vision

Updated August 4, 2009

By 2020 ERAU will achieve...

Goal 1 ...global recognition as an educational institution producing leaders in aviation, engineering, space, aviation business, security and intelligence.

- *Objective 1.1: ERAU will produce a comparable number of PhD graduates to AITU schools in the combined fields of Aviation, Engineering Physics, and Engineering*
 - Business Plan 1.1.1 – PhD in Aviation
 - Business Plan 1.1.2 – PhD in Engineering Physics
 - Planning Proposal 1.1.3 –PhD in Engineering
- *Objective 1.2: ERAU will produce a comparable number of Masters-level graduates to AITU schools in the combined fields of aviation, engineering, space, aviation business, security and intelligence*
 - Planning Proposal 1.2.1 – MS in Safety Science, Prescott working with Worldwide Online will double its enrollments through a blended delivery system
 - Planning Proposal 1.2.2 – MS in Global Security and Intelligence, Prescott
 - Planning Proposal 1.2.3 – MS in Systems Engineering, Prescott
 - Business Plan 1.2.4 – MS in Electrical and Computer Engineering
- *Objective 1.3: All students receiving bachelor-level degrees from the residential campuses will participate in at least one of the following activities: published research project, study abroad, a semester-long related industry internship*
 - Planning Proposal 1.3.1 –Student Scholarly Enhancement
- *Objective 1.4: ERAU will further expand its international presence*
 - Planning Proposal 1.4.1 – Development of international locations
- *Objective 1.5: ERAU will achieve “top 5” ranking in at least 3 of the 6 target fields: aviation, engineering, space, business, security and intelligence*

(Planning Proposals 1.5.1 – 1.5.6 will be developed over the next year into Fall, 2009)

 - Planning Proposal 1.5.1 – Achieve “Top 5” ranking among peer schools **in aviation**
 - Planning Proposal 1.5.2 – Achieve “Top 5” ranking among Master’s-level schools **in engineering** (US News and World Report)
 - Planning Proposal 1.5.3 – Achieve “Top 5” ranking among AITU schools with PhDs **in engineering**
 - Planning Proposal 1.5.4 - Achieve “Top 5” ranking among AITU schools **in space**
 - Planning Proposal 1.5.5 Achieve “Top 5” ranking among AITU schools **in business**
 - Planning Proposal 1.5.6 Achieve “Top 5” ranking among AITU schools **in security**
 - Planning Proposal 1.5.7 - Achieve “Top 5” ranking among AITU schools **in global intelligence**
- *Objective 1.6: Industry will look to ERAU for leadership development*
 - Planning Proposal 1.6.1 – CASE Lab to be developed and maintained at Prescott in conjunction with the Safety program there
 - Planning Proposal 1.6.2 Crew Resource Management Certificate program at Prescott

Objective 1.7 Embry-Riddle will develop and promote a brand positioning that enhances image awareness amongst industry employers, key influencers, and current and prospective students

- Planning Proposal 1.7.1 – Brand Positioning

Goal 2 ...advanced aviation, aerospace-related engineering, and space research capabilities that will further scholarship, teaching, learning and service to industry.

- *Objective 2.1: Expand faculty research capabilities through a 15% increase in faculty participation in grants and research*
 - Planning Proposal 2.1.1 – Faculty accommodation for increased research productivity
 - Planning Proposal 2.1.2 –University Funded Research
 - Planning Proposal 2.1.3 – Create Centers of Excellence
 - Planning Proposal 2.1.4– Enhanced travel budgets for research
- *Objective 2.2: Increase funding from major corporations for sponsored research by 200% in order to expand the research opportunities*
 - Business Plan 2.2.2 – Corporate Research Partnerships
- *Objective 2.3: Institute at least four foreign business research initiatives through the Worldwide global organization*
 - Planning Proposal 2.3.1 – Foreign research partnerships
- *Objective 2.4: ERAU will double its involvement in external research at its residential campuses*
 - Business Plan 2.4.1 – Marketing of Research
- *Objective 2.5: Greater faculty rewards related to scholarship, teaching, student learning and service that includes student advising/mentoring*
 - Planning Proposal 2.5.1 – Plan to enhance faculty productivity rewards

Goal 3 ...financial stewardship that will increase and diversify the sources of revenue, increase endowments, optimize business efficiencies and exceed student expectations of value and affordability.

- *Objective 3.1: Enrollments will increase to targeted levels for each campus*
 - Planning Proposal 3.1.1 – Enhancing financial aid, scholarships, and competitive support for post-doctoral researchers (*will be developed over the next year into Fall, 2009*)
 - Business Plan 3.1.2 – BS in Computational Math
 - Business Plan 3.1.3 – Homeland Security Teaching/Learning Center
- *Objective 3.2: Annual research grant awards will be equivalent to 15% of the university's annualized budget*
 - Planning Proposal 3.2.1 – Hire Grant Writers
- *Objective 3.3: Patents from technology transfers will account for \$1.5 million per year*
 - Planning Proposal 3.3.1 Develop research parks affiliated with both residential campuses
 - Planning Proposal 3.3.2 Establish an office of technology transfer to maximize the potential of patent revenues

- Objective 3.4: *The University Endowment (including both permanent and quasi-endowment) will increase to more than \$250 million – thereby generating at least \$12 million annually for priority academic programs and scholarships. This will be done with a combination of philanthropy and internally generated revenue*
 - Planning Proposal 3.4.1 – Additional Development Personnel
- Objective 3.5: *Administrative Operational Review and Academic Program Review processes will increase business efficiencies of departments reviewed an average of 2%*
 - Planning Proposal 3.5.1 – Increased Business Efficiency on the Campuses
- Objective 3.6: *Student expectations of value and affordability will be exceeded*
 - Planning Proposal 3.6.1 – Centralize student services and improves the service culture, involving training and reinforcement

Goal 4 ...*living, learning and working environments that are safe, culturally diverse, intellectually stimulating, visually appealing, technologically progressive and continually striving for eco-friendly sustainability.*

- Objective 4.1: *Enhance the safety and security of campuses and workplaces*
 - Planning Proposal 4.1.1 Develop a 24-hour, seven day per week Dispatch Center, by 2010, through renovation of existing facility, increase existing manpower by two additional personnel to cover all shifts, improve existing equipment and software to improve dispatching capability
 - Planning Proposal 4.1.2 – Install Siren and PA Systems to improve campus wide emergency notification by 2009
 - Planning Proposal 4.1.3 – Prepare and test Emergency Preparedness Plans
 - Planning Proposal 4.1.4 – Assure security in all flight operations areas
- Objective 4.2: *Participation by females will increase to 20%*
 - Planning Proposal 4.2.1 – Develop an enhanced outreach plan to females
- Objective 4.3: *Participation by underrepresented minorities will increase to 34%*
 - Planning Proposal 4.3.1 – Develop an enhanced outreach plan to underrepresented minorities
- Objective 4.4: *ERAU will continually enhance engaged learning environments that promote intellectual curiosity and personal creativity*

(Planning Proposals 4.4.1 – 4.4.2 have no specific ownership but fit into the scope of this plan and should be developed over the next year into Fall, 2009)

 - Planning Proposal 4.4.1 Maintain a 16:1 student / faculty ratio based on FTE
 - Planning Proposal 4.4.2 Constantly upgrade to the use of modern teaching and learning technologies across the university to encourage student-to-student and student –to-faculty interactions and collaborations
- Objective 4.5: *Maintain current, robust technology systems and implement best practices that enable teaching and learning, student services and effective management of the University*
 - Planning Proposal 4.5.1 – Implement Oracle Campus Solutions – Student Information System
 - Planning Proposal 4.5.2 – Computing environment needs to expand from the current computing platform to a moderately sized computational platform at the Prescott campus
 - Business Plan 4.5.4 – Business Intelligence System