Goal 1: Brooklyn College will enhance our academic excellence.

A. Assess undergraduate and graduate programs and invest in areas that enhance our strength in the liberal arts and sciences and open career paths in growing sectors, especially in New York City and state.
B. Attract, develop, and retain an innovative, diverse, productive, and engaged faculty.
C. Promote excellent teaching and reflective pedagogies to enhance critical thinking and problem solving.
D. Increase sponsored research and promote excellent research that advances intellectual inquiry and the public good.

Goal 2: Brooklyn College will increase our undergraduate and graduate students’ success.

A. Increase our rates of student retention and degree completion.
B. Increase students’ opportunities for high level academic engagement, such as service learning/community-based learning, research, and capstone courses and projects.
C. Enhance academic advisement and optimize course scheduling.
D. Enhance student scholarships and financial aid.
E. Enhance student support programs, including those for special populations, such as transfer students and veterans.

Goal 3: Brooklyn College will prepare our students for fulfilling work and leadership in their communities.

A. Enhance career services for students.
B. Increase students’ opportunities for engagement in the workplace.
C. Infuse career development into curricular and co-curricular offerings.
D. Prepare students to become engaged, global citizens in a complex and diverse society.

Goal 4: Brooklyn College will develop a nimble, responsive, and efficient structure.

A. Develop a culture of transparency and trust.
B. Streamline processes and make our bureaucracy more responsive and efficient.
C. Develop governance and management structures to advance the mission.
D. Increase resources to support college priorities and align resources to priorities.
E. Maintain and enhance campus facilities, technology, and infrastructure.

Goal 5: Brooklyn College will leverage its reputation for academic excellence and upward mobility.

A. Promote Brooklyn College’s leadership in accessibility, diversity, excellence, and social mobility.
B. Position and develop Brooklyn College as a vital resource for our borough.
C. Improve the mechanisms of communication to strengthen our reputation and identity.