Goal 1: Brooklyn College will enhance our academic excellence.
A. Invest in undergraduate and graduate programs that enhance our strengths in the liberal arts, sciences, business programs, and creative arts and open career paths in growing sectors locally and globally.
B. Attract, develop, and retain an innovative, diverse, productive, and engaged faculty.
C. Enhance the excellence of our teaching to support students’ success and promote critical thinking and problem solving.
D. Support and promote research and increase sponsored research to advance intellectual inquiry.
E. Deepen partnerships and community involvement to advance 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 experiential learning.
C. Enhance academic advisement, degree mapping, and optimized course scheduling.
D. Increase scholarships and financial aid and facilitate students’ access to them.
E. Enhance student support programs, including those for special populations, such as transfer students, students with disabilities, veterans, and international students.

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 and community.
C. Infuse career development into curricular and co-curricular offerings.
D. Prepare students to become engaged, global citizens and decision makers in a complex, diverse and sustainable society.

Goal 4: Brooklyn College will develop a nimble, responsive, and efficient structure.
A. Develop a culture of transparency, service, 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 realign resources to those priorities.
E. Enhance campus facilities, technology, and infrastructure, with an emphasis on sustainable best practices.

Goal 5: Brooklyn College will leverage its reputation for academic excellence and upward mobility.
A. Develop institutional pride and a shared sense of purpose.
B. Promote Brooklyn College’s leadership in accessibility, diversity, excellence, and social mobility.
C. Position and develop Brooklyn College as a vital resource for our borough.
D. Improve the mechanisms of communication to strengthen our reputation and identity.