"Education is not received. It is achieved."
—unknown

Educational delivery methods, technology, and students all change from year to year. For West Virginia University to offer the best educational opportunities possible, the institution must evolve as well. Curriculum, facilities, and goals must constantly be updated to meet the needs of students and to prepare for the future.

In the spring of 2005, WVU began developing a comprehensive academic plan that would provide direction to the University and drive strategic decision-making. The WVU 2010 Plan is designed around WVU’s vision, values, and land-grant mission of teaching, service, and research. The 2010 Plan emphasizes the relationship between high-quality students, excellent faculty, the educational environment, innovative research, and community engagement to achieve goals for academic excellence. The complete 2010 Plan including objectives and indicators for each of its five goals, information about its implementation, and related task force updates can be found at the 2010 Plan Web site http://www.wvu.edu/~2010plan.

The WVU 2010 Plan offers the University a vision and provides guid-
quality of the educational experience, the excellence of the academic programs and faculty, and the career potential of having earned a WVU degree.

A great university attracts great students. WVU already boasts high numbers of prestigious scholars: 25 Rhodes Scholars, 17 Truman Scholars, and 29 Goldwater Scholars, among others. The very best students have competitive selection criteria for choosing which college to attend. To attract these high-quality students, WVU must invest in academic programs, expand the support networks needed to enhance graduation rates, and market strengths.

Current Action
• WVU offers the world’s first university degree program in forensic identification. Three crime houses and a crime garage are working labs where mock crimes are staged. Students investigate staged murders, kidnappings, and robberies to study fingerprinting, blood spatter analysis, and other investigative techniques. This program has national draw, and students list it as one of the top three academic programs at the university.
• The WVU Honors College combines an intimate scholarly community with the many opportunities of a major research university (see sidebar).

Goal 2. Recruit and Retain High-Quality Faculty Committed to the Land-Grant Mission
The second strategic goal of WVU’s 2010 Plan emphasizes the importance of high-quality faculty to build the foundation for academic excellence.

Engaged, high-quality students want and need high-quality faculty. Interaction between faculty and students stimulates the University’s teaching, research, and service missions. These faculty are critical to WVU’s ability to develop world-class programs. Faculty must have the opportunity to achieve national recognition in their disciplines, contribute to a campus culture of inquiry and scholarship, and participate in a local community that offers a unique quality of life. In addition to WVU faculty who are noted authors and speakers, many have received national awards and acknowledgements.

Current Action
• Retaining and rewarding faculty for their hard work is essential, so WVU encourages endowments for faculty positions. There are currently 37 endowed chairs and 48 endowed professorships at WVU. Ten endowed chairs and professorships in research were established, and two new endowed teaching professorships were filled in 2006.

Goal 3. Enhance the Educational Environment for Student Learning
The University’s environment, including physical surroundings, technology infrastructure, and intellectual atmosphere, are critical to accomplishing the land-grant mission effectively.

WVU students need to be interdisciplinary, culturally aware, and technologically sophisticated. They need to understand the importance of global awareness as they consider the world and their place in it. WVU will invest in its infrastructure and technology to develop innovative intellectual opportunities.

Current Action
• Oglebay, Brooks, and Colson halls are undergoing renovations. Allen Hall renovations were completed recently. A Biomedical Research Laboratory facility is scheduled to be completed in 2008. There are over 150 Wi-Fi access points spread throughout 40 WVU buildings.
• Nearly $2 million was spent for classroom renovations and technology installation in 2005–06. Six additional “smart” classrooms debuted in fall 2006, and seven older technology classrooms were updated (see sidebar).

Goal 4. Promote the Discovery and Exchange of Knowledge and Ideas
Today’s issues require researchers to work with interdisciplinary teams to solve complex questions. WVU encourages collaboration on innovative projects and seeks external funding to support programs for research and development.
Discovery and intellectual exchange are the purpose of a university. Faculty contribute cutting-edge research and teaching excellence, and students ask questions, extend ideas, and generate excitement for learning. By 2010, WVU seeks to generate $200 million annually in sponsored programs to continue and expand research efforts ranging from public health and water quality to mining engineering and nanoscale research.

**Current Action**
- Research at WVU has global impact. The U.S. Department of Defense employs the Center for Identification Technology Research’s biometrics research in its Automated Biometric Identification System. This technology uses fingerprint, iris, and facial characteristics for human identification.
- The Health Sciences Center has gained national attention by advertising for 42 faculty positions in the journal Science. These positions will support the Health Sciences Strategic Research Plan by expanding research and graduate training in neuroscience, cancer cell biology, cardiovascular science, respiratory biology and lung diseases, immunopathology and microbial pathogenesis, and diabetes and obesity.

**Goal 5. Improve West Virginia’s Health, Economy, and Quality of Life**

As a land-grant institution, WVU’s mission is to serve the state by providing services as well as educational opportunities to residents. Numerous departments and programs provide outreach to the state, ranging from clinical health services as well as educational opportunities to agricultural productivity.

WVU must be an active partner with communities and support opportunities for business innovation and entrepreneurship. For example, medical programs work with the state’s health efforts as the emphasis on community- and state-supported programs continues to be a high priority.

**Current Action**
- Construction began May 1 on the $30 million laboratory and administrative building of the Blanchette Rockefeller Neurosciences Institute (BRNI). BRNI will support research into diseases that result in memory loss, particularly Alzheimer’s disease, when it opens in spring 2008. Scientists at BRNI already have isolated a substance in skin cells that may provide a quick and accurate yes-or-no answer when they suspect a patient is showing early signs of Alzheimer’s.
- The WVU Research Park is under construction with the goal of fostering innovation, commercialization, and economic competitiveness. The first building is expected to open in 2007. The park is expected to generate significant employment opportunities.
- Energy Express, a six-week summer program, promotes the reading skills of children living in rural and low income communities across West Virginia. The 2006 program served 82 communities, provided two nutritious family-style meals each day to over 3,141 youth, engaged 552 college students in community service, and utilized 4,472 community volunteers. Energy Express students gained an average of five academic months in reading skills such as letter-word identification, passage comprehension, and reading fluency.

**Evidence of Success**
The WVU 2010 Plan guides decision-making for future benefits, but evidence suggests that implementation of the plan is already resulting in positive changes. Fall 2006 headcount enrollment reached a new high with 28,600 students who value WVU’s academic programs and have chosen to earn their degrees here. Retention of first-year students has increased to 81 percent, and more students than ever—568 in 2005–06—gained global experience through study-abroad programs. Donors gave the WVU Foundation over $61 million in 2005–06, and alumni made well over 50 percent of these gifts. This significant financial support demonstrates that former students value the institution’s high-quality academic programs and want to contribute to the educational experience of current and future students.

WVU gives back to the community by providing a variety of services including a new record of $78 million in uncompensated health care. Research funding grew to $88 million in 2005–06, contributing to a total of nearly $143 million of funding for research and sponsored programs. These statistics highlight the importance of strategic planning to the University’s land-grant mission of teaching, research, and service.

**The Future**
The WVU 2010 Plan was unanimously endorsed by the Board of Governors in 2005. The plan will continue to be the guiding paradigm for future decision-making at WVU. These well-defined goals work cohesively together to improve the quality of education for students, the national reputation of the University, and its ability to serve the state. Increasing the academic reputation of WVU will encourage faculty and students to engage as a community of scholars who share ideas and learn from each other. With an emphasis on high-quality faculty and students, WVU will ensure its reputation as an institution on the cutting edge in research, teaching, and service.

James H. Arbuckle, a WVU agriculture alumnus who loved to sit in on classes at the Davis College of Agriculture, Forestry, and Consumer Sciences, made an estate gift to WVU that will help future generations of students share his own passion for learning.

His gift provided for the creation of a 250-seat smart classroom, the James H. Arbuckle Lecture Hall in the South Agricultural Sciences building.

WVU Foundation Vice President for Development D. Lyn Dotson said that supporting classroom enhancement is a very attractive option for donors who want to make a direct impact on students’ day-to-day educational experience.

“The ability to renovate laboratories and classrooms to ensure that they are technologically cutting edge is having a profound effect on the quality of education our students are receiving at WVU,” he said. “This is being accomplished with the help of private support. To be competitive with the best universities requires private support from all who believe that a dynamic WVU is an essential resource for our state and region.”

To learn more about supporting classroom enhancement, contact the WVU Foundation at 304-284-4000 or see www.wvuf.org.