University of Maine at Machias

Maine’s Coastal University
BUILDS DISTINCTIVE COASTAL IDENTITY

- Cultivates Focused Niche
- Advances Educational Mission
- Boosts Regional Connections
GROWS FROM ESTABLISHED STRENGTHS

- Environmental Liberal Arts
- Experiential Learning
- Community Engagement

The Maine Coastal Odyssey
MARKETABLE IDENTITY & STRONG NICHE

- World-Renowned Maine Coast
- Unique Living and Learning Environment
- Context for Innovative Programs and Student Experience
Coastal Context Engages Students

- Scientific
- Cultural
- Economic
- Social
- Inquiry and Problem-solving
Support Sustainable Development
Applied Research
Enhance Community
Four Strategic Directions To Achieve Vision

- Nurture Student Success
- Enhance Coastal Identity
- Achieve Financial Stability
- Community Connections
Preparing Students for Lifelong Achievement

- Exceed Peer Average Retention & Graduation
- Boost Assessment to Provide Actionable Data
- Build Sequential Program of Professional Engagement
- Advance Culture of Inclusion
ENHANCE COASTAL IDENTITY

Expand Coastal Education and Community Outreach

- Boost Coastal Studies Across the Curriculum
- Expand Student-Centered Research, Outreach, Artistic Expression, Cultural Preservation
- Invest in Sustainable Infrastructure
ACHIEVE FINANCIAL STABILITY

- Strategic Recruitment Focused on Coastal Identity and Segmented Markets
- Increase Credit Hours per Student
- Boost Efficiency through Services Integration
- Build Additional Revenue Sources
COMMUNITY CONNECTIONS

Draw Strength from the Region; Contribute to the Community

- Respond to Workforce Development and Community Needs
- Cultivate Long-Term, Reciprocal Partnerships
- Students in Community; The Community on Campus
- Build Collective Efficiencies
PLAN REFLECTS ALL CONSTITUENTS

- Focus Groups
- Campus Discussions
- Students, Staff and Faculty
- Board of Visitors
### Cross-Reference with UMS Strategies

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Experiential Learning Integrated into the Communities and Ecosystems of the Bold Coast