Criteria by which we will evaluate strategies:

1. **Mission of providing** applied, career-oriented learning programs that combine theory, practice, and experimentation in a technologically rich environment

2. **Competitive advantages of:**
   - Success in creating student leaders, small campus where students can thrive (and can’t disappear), enviable faculty/student ratio, high engagement, student diversity, ability to really work with less prepared students, flat tuition in-state/out-state, University of Minnesota name
   - Excellent social media, students with great stories
   - Strong niche academic programs, focus on teaching (by faculty, not TAs), direct work with students, face time, UG research, required internships, hands-on/active learning, career preparation, completely online programs
   - Workforce impact, global citizenship, strong positive impact on individual student lives, regional importance, innovative learning, personal touch, collaborative working relationships, opportunity to be generalists, competitive employee benefits
   - Ability to leverage UM systems and structures (e.g., Extension, Research and Outreach Center, IT, HR, Institutional Research) in ways that most small institutions can’t

3. **Student-centeredness**

4. **Resources (human, physical, fiscal, systems) sufficient to successfully execute the strategy, or the ability to generate needed resources through successful execution of the strategy**

5. **Need and demand as measured by data regarding workforce need, competitors, student demand, life cycle (growing, declining, etc.) of the idea**

6. **Impact on existing programs and services**

7. **Degree to which key external stakeholders (President Kaler, alumni, region) will respond favorably to the strategy**

8. **Ability to achieve excellence at a level that meets U of MN expected standards and contributes to the value of the University of Minnesota brand.**