

IMPACT 2030

A FIVE-YEAR STRATEGIC PLAN DESIGNED TO UNIFY THE UNIVERSITY OF UTAH
ON A TRANSFORMATIVE PATH OF GROWTH, INNOVATION, AND SOCIETAL IMPACT.

Vision

To improve the life of every Utahn and advance a new national higher education model for delivering societal impact.

Mission

The University of Utah drives unsurpassed societal impact by preparing students from diverse backgrounds to be leaders and global citizens who strengthen our society and democracy; generating and sharing new knowledge, discoveries and innovations that supercharge our economy and improve lives locally, nationally and globally; and engaging local, national and global communities to promote education, health and quality of life.

Values



INSPIRE STUDENTS: We awaken curiosity and fortify students as they explore their potential, pursue their dreams, and achieve success.



PROMOTE WELLBEING: We cultivate wellbeing, resilience, and thriving through clinical care, research, community engagement, and collaboration across differences.



ACCELERATE DISCOVERY: We deliver transformative research and practical solutions that impact lives and improve our state and world.



BE ENTREPRENEURIAL: We encourage hard work and grit, using our resources to empower brilliant minds and bold ideas that drive progress and deliver results.



SERVE COMMUNITIES: We care deeply for our students, patients, society, and world, and recognize the inherent dignity of all people.



AMPLIFY PLACE: We honor our unique history and treasure the majesty of our surroundings—urban, rural, and unmatched outdoor opportunities.

Strategic Pillars

STUDENT SUCCESS

Empower every student to thrive through personalized support, community, career readiness, and transformative, purpose-driven education.

RESEARCH & INNOVATION

Boldly explore solutions to society's most pressing challenges with a focus on Utah.

SERVICE TO OUR COMMUNITY

Pioneer new models of delivering societal impact and become an "impact university."

2030 GOALS



THE
UNIVERSITY
of UTAH

STRATEGY.UTAH.EDU

40K students

Increase access and student enrollment

80% graduation rate

Boost number of students who complete their degree within six years

Top-10

Become a top-10 public university for contributions to our community

90% placement

Students employed in related field or enrolled in further education within six months of graduation

3.5 million

Pioneer new models of societal impact to improve the lives of all 3.5 million Utahns

\$1B

Annual research expenditures



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