UICDA MISSION: Engaging University resources and expertise, transforming education, developing innovative research, cultivating economic development: we bring the University to our communities and shape the future of North Idaho.

#1 INNOVATE
- Research Excellence
  - Scholarly and creative work with impact
    - Build a culture of collaboration that increases scholarly and creative productivity through interdisciplinary, regional, national, and global partnerships (Objective A)
    - Create, validate, and apply knowledge through the co-production of scholarly and creative works by students, staff, faculty, and diverse external partners (Objective B)
    - Grow reputation by increasing the range, number, type, and size of external awards, exhibitions, publications, presentations, performances, contracts, commissions, and grants (Objective C)
      - Grow Research Presence
      - Convene Regional Entities
      - Terminal Degrees

#2 ENGAGE
- Community Leadership
  - Outreach that inspires innovation and culture
    - Develop community, regional, national and/or international collaborations which promote innovation and use University of Idaho research and creative expertise to address emerging issues (Objective B)
      - STEM & Computer Science Pipeline
      - Economic & Community Development
      - Middle & High School Engagement Program
      - K-3 Literacy

#3 TRANSFORM
- Increase Enrollment
  - Educational experiences that improve lives
    - Provide greater access to educational opportunities to meet the evolving needs of society (Objective A)
      - Grow Computer Science Pipeline
      - Online Student Recruitment
      - Internal X-Prize
      - BA Art
      - MA Art Administration
      - Needs Assessment Template
      - Improved Orientation

#4 CULTIVATE
- Grow an Enriching Culture
  - A valued and diverse community
    - Enhance the University of Idaho's ability to compete for and retain outstanding scholars and skilled staff (Objective B)
    - Improve efficiency, transparency, and communication (Objective C)
      - Student Mentoring/Advising
      - Staff Mentoring
      - Administrative Team Building
      - Facilities