



Greatness  
Through Difference

# The RIT Strategic Plan

2018 – 2025





## Dear Friends of RIT:

I am immensely proud of RIT's new strategic plan, *Greatness Through Difference*, and of the RIT community that has collaborated so creatively in its development.

When I arrived at RIT in the summer of 2017, it didn't take me long to appreciate the uniqueness of the RIT character. This is a university that is enterprising, agile, and proudly unconventional; one that honors its roots and relishes change; that is collaborative, transformative, inspirational, and deeply student-centered.

The RIT character is evident everywhere in *Greatness Through Difference*. Drawing upon the university's programmatic strengths and visionary agility, the plan translates RIT's historical mission of career education to innovation education—an interdisciplinary education that prepares students to be

citizens of the world. This means preparing our students not just for jobs and careers, but also to be leaders in life.

RIT is a student-centered research university with signature strengths in technology, the arts, and design, and a growing supply of original thinkers and doers. We will learn, teach, and practice “difference-making” innovation in all disciplines, shaping the world for the better.

*Greatness Through Difference* 2018–2025 is a lean and purposeful plan, with each of its 25 goals marking an absolutely necessary step on the road to its visionary destination. This booklet is a summary of the plan, but I encourage you to explore the full plan at <https://www.rit.edu/strategicplan/>.

David C. Munson Jr.  
**President, RIT**

## Vision and Mission

We shape the future and improve the world through creativity and innovation. As an engaged, intellectually curious, and socially conscious community, we leverage the power of technology, the arts, and design for the greater good.





Because the success of this plan depends entirely upon our ability to attract exceptional talent, we will redouble our efforts to recruit and retain gifted, diverse, and innovative students, faculty, and staff.

- Our increasingly creative and diverse **students** will continue to define, animate, and reflect RIT's distinctive character. They will have the right stuff to become powerful agents of positive change.
- We will develop new hiring incentives to attract and support world-class **faculty** eager to invent, innovate, teach, and learn among our extraordinary students.
- We will hire, promote, and retain increasingly dedicated **staff** in numbers commensurate with RIT's growth.
- RIT **alumni** will benefit from new opportunities encouraging their engagement with the RIT community. We call it "RIT for life."



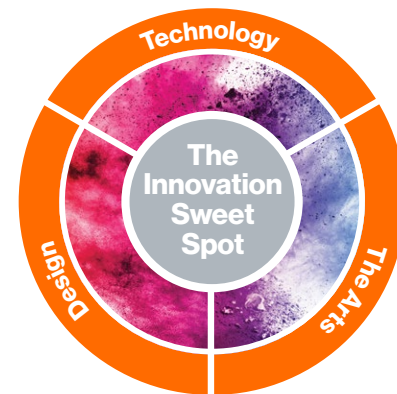




Innovators who make a difference possess the creativity of the artist and the vision of the designer, as well as deep expertise in a discipline. With signature programs in technology, the arts, and design, RIT is uniquely suited to lead the charge of innovation education and research.

Through this strategic plan we will

- develop unique **academic programs** at all degree levels that capitalize upon our core strengths in this innovation matrix;
- expand the number and range of **doctoral programs** while remaining unwaveringly student-centered; and
- increase **research, scholarship, and artistic activity** across all disciplines.



The highest potential for pivotal innovation lies within the **intersections of technology, the arts, and design** and in their application to other disciplines. Regardless of their major, all our students will experience how leveraging this innovation matrix extends the reach and transformative possibility of their chosen disciplines.” —Provost Ellen Granberg







**A**s we seek to attract the most talented, creative people to RIT, we must welcome them with a physical environment that is conducive to the connecting, making, and playing that we value. **Place matters.**

We plan the following enhancements to the Rochester campus:

- an integrated **student union/center for immersive learning and making/library**;
- a **performing arts center**;
- outdoor **interactive art installations**;
- a new **Global Cybersecurity Institute**;
- a new **engineering and science research** building; and
- achievement of **carbon neutrality** by 2030.

“Innovative scholarship and education will require a different kind of campus – one with flexible spaces that foster and stimulate creativity, discovery, and collaboration. We will transform the RIT campus into a place where anything is possible. This is a place where you can exercise your multiple talents, satisfy your thirst for learning and for doing, and experiment along the way.”

—President Munson





The world is too complex and the stakes too high to rely on the solitary genius working within a single discipline. Solutions will emerge from diverse and creative communities that understand the value of partnership and whose commitment to the common good is paramount.

RIT has a history of successful collaboration across academic programs, faculty research projects, economic sectors, institutions, and nations.

Through this strategic plan, we will intensify and extend both our external and internal partnerships, by

- partnering with **regional economic development agencies** to support the local startup community and bring businesses to Rochester;
- developing collaborative **research and degree programs**, especially in the health sciences;
- establishing multiple **National Technical Institute for the Deaf Regional STEM Centers**; and
- building our **global partnerships** for study abroad, research, and student recruitment opportunities.



RIT has international campuses in China, Croatia, Dubai, and Kosovo. Pictured above is Dubrovnik, Croatia.

## RIT's Core Values

- Student Centeredness
- Professional Development and Scholarship
- Integrity and Ethics
- Respect, Diversity, and Pluralism
- Innovation and Flexibility
- Collaboration and Teamwork