### Objective 1: Maximize the value of an Eastern Degree
- Increase the average SAT scores
- Increase the percentage of students from the top 10 and 25 percent of their high school class
- Increase four and six year graduation rates
- Increase the percentage of students receiving merit and need based aid
- Decrease average student loan debt
- Increase the percentage of students participating in mentoring programs with alumni and professionals
- Increase the percentage of students entering a career of their choice immediately after graduation

### Objective 2: Ensure that programs are relevant, effective and challenging
- Increase retention and persistence rates in majors
- Increase the percentage of students entering graduate school or a career of their choice immediately after graduation
- Increase the percentage of students completing Global Field Courses or Study Abroad
- Increase enrollments and completions in graduate programs
- Increase productivity in research and creative activity
- Assess innovation in new and existing undergraduate majors and graduate programs through annual reports and the Program Review Processes
- Increase resources for faculty research and creative activity

### Objective 3: Expand integrative learning on campus and in the community
- Increase LAW opportunities across all majors
- Increase the number of students with the LAW attribution
- Increase the percentage of students presenting or publishing their undergraduate research or creative work
- Increase the percentage of students completing Global Field Courses or Study Abroad
- Increase the percentage of students engaged in integrative learning experiences in Windham
- Increase the number of Windham Public School students attending Eastern activities
- Increase the number of Windham Public School students enrolling at Eastern or another college

### Objective 4: Ensure that students, staff, and faculty achieve their full potential
- Increase the percentage of students utilizing the Academic Services Center
- Increase the percentage of students meeting the standards for Satisfactory Academic Progress and good academic standing
- Increase student, faculty and staff awareness of Counseling and Psychological Services (CAPS)
- Increase the number of counselors in CAPS
- Increase retention and persistence rates of first-time, full-time and transfer students
- Increase student satisfaction with academic advising as measured by the National Survey of Student Engagement
- Increase the percentage of faculty and staff participating in professional development programs

### Objective 5: Increase public awareness of Eastern’s unique mission and community
- Increase the yield rate of admitted students
- Increase average SAT scores
- Increase the percentage of students from the top 10 and 25 percent of their high school class
- Increase the number of students receiving merit aid
- Increase merit and need based aid
- Increase of out-of-state and international enrollment
- Increase diversity of the student body and diversity across all majors
- Increase the number of full-time/tenure-track faculty
- Reduce average class size
- Increase the percentage of courses taught by full-time/tenure-track faculty
- Increase faculty research and creative activity
- Increase resources available for marketing