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COMPETITIVE

*Dream*



# The University of Kentucky's Top 20 Business Plan

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EXTENSION  
LAND GRANT  
ELEVATE  
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# *The Top 20 Business Plan*

- Contracted with the Stillwater Group to develop a business plan to implement the goals of UK's Top 20 Task Force.
- The Top 20 mandate originated with the Kentucky Postsecondary Education Improvement Act of 1997: “A major comprehensive research institution ranked nationally in the top twenty public universities at the University of Kentucky.”
- The University will work with the Council on Postsecondary Education to assure the Top 20 Business Plan corresponds with the state's public agenda.

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# *Process and Involvement*

- Initial series of meetings to discuss the objectives, design, and implementation of the Business Plan:
  - Top 20 Business Plan Steering Committee
  - Faculty Senate
  - Provost
  - Executive Vice Presidents
  - Deans' Council
  - Treasurer
  - Controller
  - Council on Postsecondary Education staff
- Meetings scheduled:
  - Vice President for Institutional Advancement
  - Vice President for Student Affairs
  - Dean of the Graduate School
  - Director of Undergraduate Admissions and University Registrar

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## *UK's Competitiveness*

- Initial phase - determination of UK's current competitive position and the improvement necessary to achieve Top 20 status.
- Only those public universities with at least \$20 million in annual federal research are included in the analysis.
- Four domains of competitiveness have been identified:
  - undergraduate studies
  - graduate education
  - faculty recognition
  - sponsored research
- These domains reflect the multi-dimensional nature of UK's effort to become a Top 20 university.

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## *Cautions*

- Rankings are inherently subjective
- Data are imperfect (but are the best available)
- Impact of land-grant mission and outreach is difficult to measure
- Top 20 status is not an end in itself - what matters is the way UK chooses to define and make progress toward that goal

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## *The Public University Market:*

- Is highly competitive - many other universities have established ambitious goals similar to UK's
- Is essentially zero-sum - for every university that moves up in the rankings, one or more universities drop
- Changes slowly, especially at the top of the rankings



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## *Business Plan Development*

- Analysis of UK's current competitive position
- Identification of strategies to close the gap between UK's current position and Top 20 status
- Determination of source and amount of funds necessary for investment
- Selection of measures of public engagement
- Preparation of the long-range Business Plan

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