

## JMU LEADS Well Strategic Planning Framework

**JMU LEADS Well**, is a way to communicate the strategic plan’s audacious goals across all four pillars and help resonate with and excite the institution’s campus community and diverse stakeholders – **donors, legislators, industry partners, students, faculty, staff, parents, and future students**. JMU LEADS Well connotes our unique culture of ethical change leadership across disciplines and campus activities and encapsulates JMU’s distinctive areas of national prominence and strategic vision for the future.

**JMU LEADS Well** incorporates

<b>L</b>	<b>Leader Development</b>
<b>E</b>	<b>Ethical Reasoning</b>
<b>A</b>	<b>Advancement of Knowledge &amp; Innovation</b>
<b>D</b>	<b>Democratic Principles &amp; Civic Engagement</b>
<b>S</b>	<b>Service for the Public Good</b>

**L** – JMU’s Leader Development practices permeate JMU’s unique change culture and highlight both curricular (colleges, degree programs) and co-curricular (Athletics, UREC, Residence Life, Dukes Lead, Greek life, etc.) training for students, faculty, staff, alumni, and external stakeholders. JMU already embodies this role, recently becoming 1 of only 25 **Carnegie Leadership for Public Purpose** schools in the country; no other school in the Commonwealth carries this designation.

**E** - JMU’s Ethical Reasoning in Action and its 8 Key Questions training is highly regarded with demonstrated positive impacts and is unique to the institution. This skill set influences all the **Madison Promise** skills identified by the 2040 Vision document including problem-solving and sets JMU apart in the workforce.

**A** - Advancement of Knowledge & Innovation communicates the strategic goals of **national prominence in undergraduate research**, creating and expanding graduate and professional programs, and emphasis on creativity and transfer of knowledge from disciplines to industry as the **Commonwealth’s preferred partner**.

**D** - Democratic Principles & Civic Engagement are uniquely fostered within JMU’s curricular and co-curricular opportunities. We are recognized as national leaders in civic discourse and deliberative dialogue with a **2040 goal of #1 status** in the country.

**S** - Service for Public Purpose is infused through JMU's long-standing Being the Change branding and contributes to **work-based learning**, professional development, community, and well-being. JMU has national prominence in this area as evidenced by our **Community Engagement Carnegie classification** for this work.

**Well** indicates the intensity, intent, and context for how JMU LEADS, with:

- Excellence in all areas,
- Positive intent,
- Exemplary campus spaces to live and work, and
- Commitment to health & wellness imperatives for our students, campus community, and beyond.

The combination of these interwoven priorities first impacts the individual and then supercharges the individual to influence the world for the good. No matter where or how, **JMU LEADS Well.**