October 14, 2021

Dear Lumberjacks,

I’m excited to officially launch Engagement Phase #1 of NAU’s Strategic Roadmap. As we have shared over the past few weeks, the Strategic Roadmap will focus the university’s efforts in the years ahead and ground our community in a shared mission of delivering equitable postsecondary value to students and the communities they represent.

Our facilitative working groups across the six goals have established preliminary objectives, which draw from existing work throughout NAU. We now turn to you, our NAU community, to consider, revise, supplement, and dialogue on these objectives as we refine our work.

How to engage

We launched a website that will serve as the hub for information for the Strategic Roadmap. I want to point you to a couple of important resources:

- **Strategic Roadmap website**
- **Draft #1 of Strategic Roadmap Objectives**
  - Review Draft #1 of the objectives for each goal
  - Help shape the roadmap by suggesting revisions and/or additional objectives
- **Ways to engage**
  - IdeaScale—a rich and interactive crowdsourcing tool for maximum transparency and participation
  - Email—direct message to the Strategic Roadmap team
  - Survey—anonymous survey to share your feedback
  - Listening sessions—Zoom sessions to share your input on the objectives with the six working groups

What’s next

Your voice will help steer the Strategic Roadmap process, so I am excited to hear your input. Our intention is that the conceptual objectives presented in this initial draft are broad and applicable to our institutional work—all NAU sites, all levels of education and modality, and all members of our university community. I look for your thoughts as we work toward refining these objectives to provide cohesion and direction to our university’s work in the years ahead.

I also want to remind you that this is an ongoing, participatory process. Engagement Phase #1 starts today and runs through next Friday, October 22, but there is more to
Finally, remember that although not all ideas and objectives will become a part of the Strategic Roadmap, your engagement will help to guide and prioritize the direction of this work. I anticipate seeing many important objectives being shared throughout the process; please know that even if they do not become a part of the final Strategic Roadmap, they will be documented as part of the process and many will be crucial to our work moving forward, particularly at departmental and divisional levels.

I look forward to your active engagement and collaboration.

Sincerely,

José Luis Cruz Rivera
President