

CUR TWENTY·30

GUIDING THE UR COMMUNITY FORWARD

ELEVATING UR

DRIVING EXCELLENCE +
INNOVATION IN UR

EMPOWERING THE UR
COMMUNITY

[CUR.org/STRATEGICPLAN](https://cur.org/strategicplan) | Better Lives; Better Future Through UR



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Strategic Plan Tagline

Better Lives; Better Future through Undergraduate Research

Vision Statement

Through the transformative power of research, all undergraduates will be empowered to tackle complex challenges for better lives and a better future.

Mission Statement

CUR is the premier community of higher education professionals advancing excellence in undergraduate research.

Undergraduate Research Definition

Undergraduate research, scholarship, and creative inquiry is fundamentally a pedagogical approach to teaching and learning. With an emphasis on process, CUR defines undergraduate research as: A mentored investigation or creative inquiry conducted by undergraduates that seeks to make a scholarly or artistic contribution to knowledge.

CUR's Community

CUR's members are higher education professionals dedicated to supporting undergraduate research. CUR supports undergraduate students through their institutions. CUR broadens opportunities for its constituents through relationships with higher education, disciplinary organizations, government agencies, and industry partners.



CUR's Commitment to Core Values

CUR is committed to fostering a culture that models our core values. We actively work to create an environment where all members feel valued, supported, and empowered to contribute to CUR as we work together to influence undergraduate research in higher education. We strive to lead the profession by example, embedding our values into our programs, offerings, events, practices, processes, policies, and relationships, while continuously learning and adapting to better serve our organization, our members and advance our vision and mission.

CUR is committed to the following core values:

- **Excellence:** The CUR strives for excellence in all of its work.
- **Respect and integrity:** The CUR values respect and integrity in all interactions.
- **Flexibility**, responsiveness, and innovation: The CUR values flexibility, responsiveness, and innovation in its implementation.
- **Recognizing and valuing differences:** The CUR recognizes and values differences in its community.



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Elevating Undergraduate Research

Representing and Advocating for Undergraduate Research in Society

Goal: The value of undergraduate research is recognized and leveraged by stakeholders, institutions, and policymakers.

Driving Excellence and Innovation in Undergraduate Research



Defining and Celebrating Excellence Across Higher Education

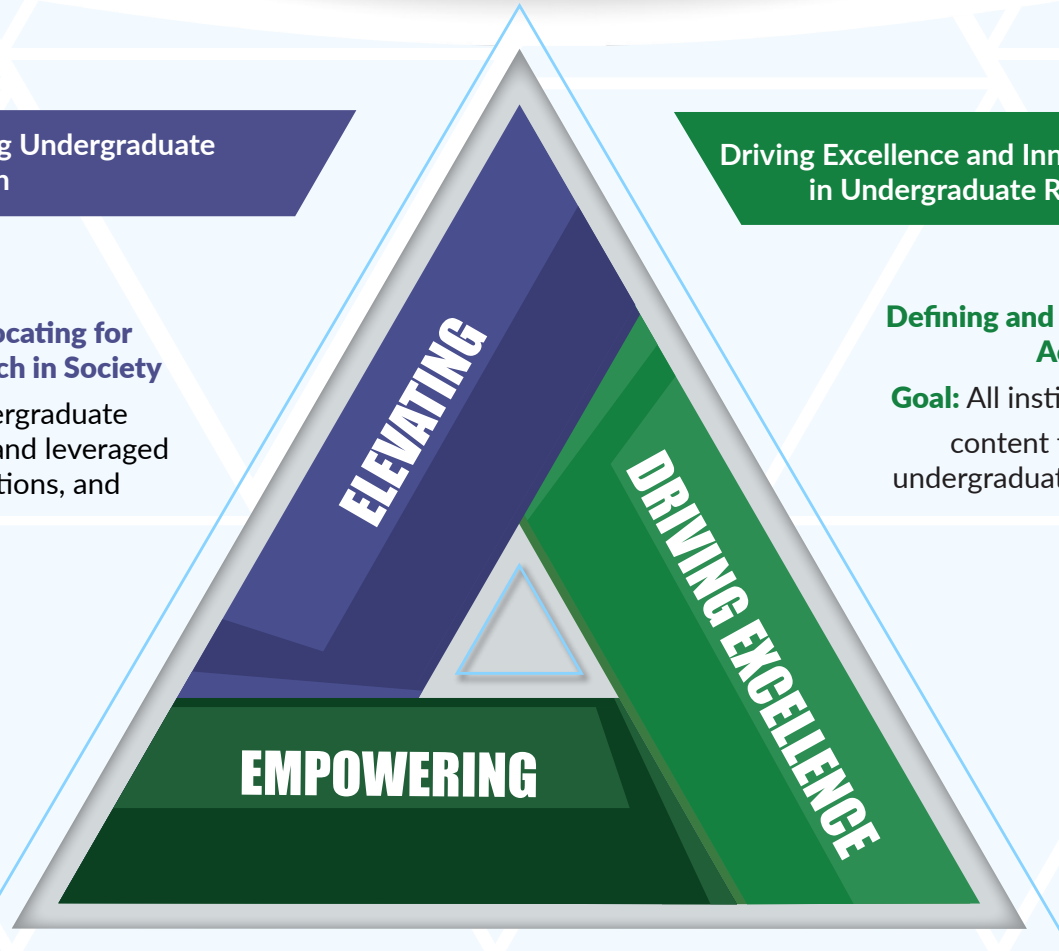
Goal: All institutions are using CUR's content to achieve excellence in undergraduate research aligned with their mission.



Empowering the Undergraduate Research Community

Creating Community in CUR

Goal: Fostering professional growth, collaboration, and long-term impact of CUR members.





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Elevating Undergraduate Research

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Goal

The value of Undergraduate Research is recognized and leveraged by stakeholders, institutions, and policymakers.

Broadening Participation Focus

Empower and educate our members to advocate with their disciplines and institutions, government, and public.

Fiscal Responsibility + Organizational Sustainability Focus

Build alliances and participate in coalitions with other organizations most aligned to CUR's mission and undergraduate research priorities.

Effective Communication Focus

Evaluate CUR's brand to ensure recognition as the leading UR authority.
Ensure recognition as the leading Undergraduate Research authority, by evaluating and elevating our brand.



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Driving Excellence + Innovation in UR

Defining and Celebrating Excellence Across Higher Education

Goal

All institutions are using CUR's content to achieve excellence in undergraduate research aligned with their mission.

Broadening Participation Focus

Ensure that excellence and innovation in undergraduate research support all institution types, student populations, and mentoring models by leveraging CUR's content to help campuses align research practices with their mission.

Fiscal Responsibility + Organizational Sustainability Focus

Develop and deliver resources and programming that address the current and future needs of undergraduate research, while equipping practitioners with the tools and strategies to effectively carry out their work.

Effective Communication Focus

Leverage individualized outreach, storytelling, awards, and knowledge-sharing to empower campuses to integrate research into their mission, engage all student and mentor populations, and foster a culture of continuous improvement in undergraduate research.



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Empowering the UR Community

Creating Community in CUR

Goal

Fostering professional growth, collaboration, and long-term impact of CUR members

Broadening Participation Focus

Create clear pathways to participation, growth, and leadership that are transparent and supported by a culture of belonging.

Fiscal Responsibility + Organizational Sustainability Focus

Stay up-to-date with community needs and developing pathways, scaffolded opportunities, and multiple modalities of engagement to meet those needs.

Effective Communication Focus

Strengthen relationships among CUR entities to enhance a connected and engaged community focused on sustained improvements in undergraduate research practice.