

Recommendations for three identified Strategic Competitive Advantage areas:  
Diversity, Sustainability, and Globalization, with cross-cutting integration into N.S.

1. Identify the potential strategic benefits of these competitive advantages to build buy-in across the institution
  - a. Identify **values and goals from which action can be generated**, and into which faculty and other campus constituents can both integrate their work and see how they contribute
  - b. Establish **institutional principles and sets of commitments**
  - c. Establish **institutional 'baselines'** regarding each of the three areas
2. Consider the value of allocating **responsibility/accountability** for progress and goal attainment in each area, and ensure that any individuals given responsibility/accountability have the administrative authority and resources to affect change
3. Make sure that, in each area:
  - a. **research dimensions, academic dimensions, and operational dimensions** are considered, valued, and **integrated** to the fullest extent possible
  - b. administrative and other domains work together to reach University goals
4. Identify the cost of actions and **act quickly on those with no or low costs** (e.g., policies and practices rather than institutional investments), so that action is possible and seen, even in times of economic constraint
5. Tap "point persons" or "champions" to act as institutional "weavers"- people who can help **those across the institution fit their own work** into both the competitive advantage areas, as well as into NS (i.e., a cadre who can answer the question of 'Where can you fit your work into these principles/goals?')

