



UTAH VALLEY UNIVERSITY

STRATEGIC REINVESTMENT

2025-26

An aerial photograph of the Utah Valley University campus, showing various academic buildings and green spaces. In the background, a large, rugged mountain with patches of snow rises against a clear blue sky. A green geometric shape, consisting of a large rectangle and a smaller triangle, is overlaid on the top left of the image, containing the university's name.

UTAH VALLEY UNIVERSITY

Located in the heart of thriving Utah County, projected to grow by 60% with the addition of 260,000 residents by 2060, Utah Valley University educates and graduates more Utahns than any other institution in the state. UVU delivers exceptional care, exceptional accountability, and exceptional results to students, the community, and the state by providing accessible, career-focused education that empowers individuals from all backgrounds to succeed; by fueling Utah's economy through industry-relevant degrees, entrepreneurship, and innovation; and by engaging with local partners to strengthen communities, facilitate important conversations, and drive economic growth.



FACTS ABOUT UVU

EDUCATING UTAH'S WORKFORCE

- **93%** of UVU students are Utah residents,
- **77%** of alumni still live and work in Utah 10 years after graduation.
- **73%** of UVU graduates earn degrees that lead to high-demand, 4- and 5-star jobs in Utah's economy.
- **UVU ranks No. 1** in Utah for producing local entrepreneurs [Switch On Business, 2024].

ACCESS, GROWTH, AND STUDENT SUCCESS

- With an enrollment of **46,809** students (fall 2024), UVU has grown **14.3%** over the past five years – more than any other public university in the state.
- **78%** of UVU students work while in school.
- **41%** of UVU students are the first in their families to attend college.
- UVU's retention rate has **increased 5 percentage points** in five years, reaching **70%**.
- Because of UVU's unwavering commitment to open enrollment, completion rates have improved 10 percentage points, now at 46%.

CAREER AND ECONOMIC IMPACT

- UVU earned the distinction as an **"Opportunity College and University - Higher Access, Higher Earnings"** by the Carnegie Classification of Institutions of Higher Education in Washington, D.C.
- For every dollar invested in UVU, **\$8 is returned** to the local economy.
- UVU is the **third-largest employer** in Utah County.
- UVU is ranked the **No. 1 best value college in Utah** by Research.com (2025).

UVU IS COMMITTED TO HELPING STUDENTS SUCCEED IN WORK AND LIFE

STUDENT POTENTIAL:

Every student has unlimited potential. With personalized support and a welcoming environment, everyone can find their place at UVU.

FLEXIBLE, RELEVANT EDUCATION:

UVU meets students where they are with flexible classes, faculty mentorship, and real-world learning that supports progress from certificates to graduate degrees.

HIGH RETURN ON INVESTMENT:

A UVU education pays off – graduates are career-ready and make lasting impacts on their workplaces, families, and communities.



STRATEGIC REINVESTMENT PROCESS

With an efficiency-focused approach, UVU aims to reduce costs while ensuring flexible, relevant, high-quality education that helps our students succeed in work and life. This includes educating students to meet growing state workforce demands and preparing them to make positive impacts in their communities.

The reallocation process was founded upon several metrics, including enrollment, financial costs and contributions, workforce demand, and UVU's mission. The reinvestment initiatives were strategically crafted to reduce the time required for students to graduate, align educational outcomes with workforce needs, and equip graduates with the essential skills for professional success. A logic model was employed to ensure a systematic approach.

Campus participation included town halls, university shared-governance groups, internal suggestion forms, and intranet and email updates with engaged faculty and staff.

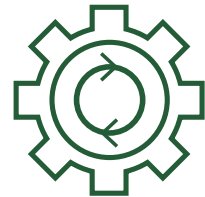
REALLOCATION AND REINVESTMENT DECISION-MAKING CRITERIA



Enrollment



Cost reduction and redundancy



Program optimization and consolidation



Workforce demand

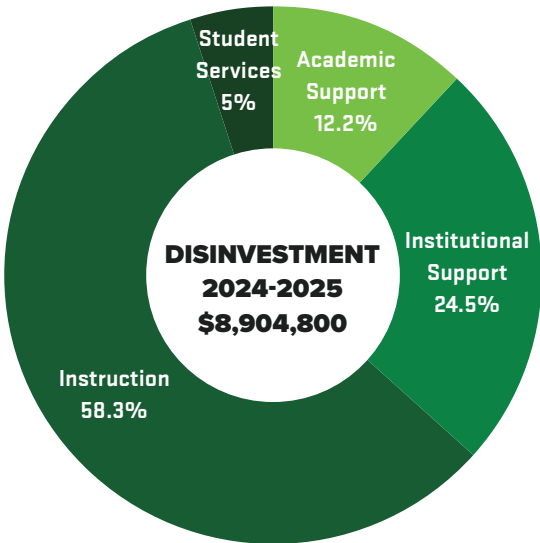


UVU's mission



STRATEGIC REINVESTMENT PLAN

Guided by data on enrollment, financial impact, and program contributions, UVU is focusing on high-impact, workforce-aligned areas, including applied artificial intelligence, computer science, engineering, and health and wellness. Additional reinvestment supports accelerated graduation through online course expansion, student success coaches, and increased technology access. UVU is also enhancing general education with a focus on critical thinking, communication, and other durable skills that prepare students for long-term success.



AREAS OF DISINVESTMENT

Program optimization and consolidation

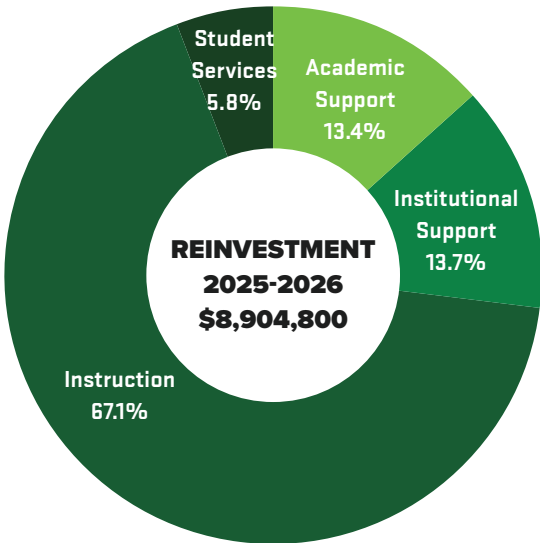
- Low-enrolled/completion programs
- Market demand/workforce

Operational efficiencies

- Administrative budgets

Targeted reductions in cost of instruction

- Position conversion/eliminations
- Retirements



AREAS OF REINVESTMENT

Emerging Occupation (RFA)

- Applied Artificial Intelligence Institute

Engineering Initiative

- Mechanical engineering
- Computer science
- Information systems and technology

Health and Wellness Expansion

- Occupational therapy assistant/physical therapist assistant
- Behavioral health

Workforce Alignment for Critical Sectors

- Accounting
- Chemistry
- Construction management

Accelerated completion

- Educational support for new media
- Online expansion
- Student success coaches
- Laptop hot spot checkout

General Ed

- Critical Thinking, Communication, Durable Skill Development
- Core requirement: Written communication
- Breadth areas: Arts, life sciences, social sciences

