

• *Strategic Objectives:*

- **Strengthening Academic Excellence:** through continuous improvement of our educational and Learning by Doing program, supported by rigorous student selection processes, innovative teaching methods and a strong research and planning system.
- **Foster University's Social Responsibility:** through the promotion of an overall institutional behavior that is reflected in the Zamorano community and in its contribution to society, based on international standard ISO 26000.
- **Ensuring quality in services and sustainability in physical resources:** through the development of Zamorano infrastructure and services in a sustainable and responsible manner, in relation to international standards and the laws of Honduras and the United States in order to ensure their quality, overall safety and contribution to the Mission of Zamorano.
- **Valuing and cultivating our human talent:** through an integrated system for talent management comparable to other universities in Latin America and the Caribbean. This will allow us to attract, develop and retain people with the commitment, skills and competencies required to contribute to the Mission of Zamorano.
- **Ensuring a Financial and Institutional Advancement System that supports the Zamorano Educational Model:** in accordance with the rules of the of Southern Association of Colleges and Schools / Commission On Colleges (SACS / COC), the National Association of Colleges and University Business Officers (NACUBO) and the Council for Advancement and Support of Education (CASE)



Zamorano

Pan-American Agricultural School

2012- 2016

Strategic Plan

Approved by the Board of Trustees
in November 2011



The 2012-2016 Strategic Plan was prepared by members of the Special Committee on Strategic Planning -CEPE- consisting of more than 35 representatives from Zamorano's academic and administrative areas, under the leadership of the Directorate of Institutional Effectiveness and approved by the Rector and the Board of Trustees in November 2011.



Message from the Rector

In 2012, Zamorano will be celebrating its 70th anniversary and 66 years since it graduated its first class of agronomists, the class of '46.

This year we confirm our main mottos as well as our commitment to be at the Service of the Americas, just as it has been since our founding in 1942.

We work as a team to ensure that Zamorano continues to be a world-renowned University dedicated to providing a values-based education to the leaders of tomorrow

In 2011 we completed our 2012-2016 Strategic Plan, which will serve as a tool to assist the Zamorano community to efficiently and effectively fulfill its mission. The plan was prepared through a participatory and rigorous process, and approved by the Board of Trustees in November 2011.

As Rector of Zamorano, it is with great pride that I present to you the essence of our 2012-2016 Strategic Plan.

Presentation

At Zamorano we have proclaimed and proven that LABOR OMNIA VINCIT (Work conquers all). We completed the strategic planning process as a team, and in this way, Zamorano continues the path undertaken in 1999 when it adopted a strategic plan that proposed extensive changes within the institution

The Special Committee on Strategic Planning (CEPE), using a transparent, participatory and rigorous approach, established this plan within a strategic approach that was fully grounded on actual technical and economic feasibility and the context provided for monitoring.

We have also initiated a more long-term planning exercise to initiate actions that will make us stand out over the next twenty years.



The key elements that are an essential part of this strategic and operational effort are:

- 1. Zamorano continues to be a leading, competitive, student-centered University.**
- 2. That it is respected as a modern, well-managed, disciplined and effective organization.**
- 3. That it is known as a University with a multicultural and multinational community, productive and ambitious and working based on values and the pursuit of excellence**

2012-2016 Strategic Planning Process

The strategic plan for the next five years was carried out in three stages, through which:

- **Various professionals from the University community were asked to join CEPE.**
- **Zamorano's current position was analyzed (from its current environment to its strengths, weaknesses, opportunities and threats that must be faced in the near future).**
- **Zamorano's Vision and Mission were revised and updated.**
- **Zamorano's five strategic objectives were defined, along with its sub-objectives, actions, indicators, accountability and financial impact.**

One of the major differences between this new strategic plan and the previous ones is that two crucial aspects have been considered at all times: budget and monitoring.

Each of these was defined and carefully considered by CEPE members together with the Directorate of Institutional Effectiveness, the unit in charge of the Plan's monitoring.

February 2012 marks the beginning of the Strategic Plan's implementation through budget allocations for activities identified as key to the Plan's success.

Also, a series of workshops will be held aimed at ensuring timely evaluation and monitoring of the Plan in order to achieve the objectives and sub-objectives proposed.

Below we present the new Mission and Vision of Zamorano, as well as the strategic objectives.

MISSION

Zamorano develops leaders based on rigorous programs, academic excellence, learning-by-doing, values and character development, and contributes to socio economic progress.

VISION

Zamorano will continue to be a leading Pan-American university, recognized for the quality and impact of its graduates, education, applied research and outreach on the development of sustainable agriculture, agro industries and natural resources.

