

SHORTER UNIVERSITY
Strategic Plan 2014-2019

Strategic Theme: Faith Integration

Institutional Goal 1: *To create an environment where biblical faith is prominent and permeates all areas and aspects of university life.*

Objective 1.1: Construct a cohort of faculty, staff, and coaches that has a clear understanding of faith integration and is capable of implementing such a program.

Objective 1.2: Motivate students to examine and appreciate a biblical worldview.

Objective 1.3: Cultivate a campus community that values and participates in Christian service opportunities both on and off campus.

Strategic Theme: Student Achievement

Institutional Goal 2: *To prepare students to succeed intellectually, professionally, spiritually, and personally.*

Objective 2.1: Provide students with an exceptional college experience which deepens their knowledge in their chosen field of study, enhances their cognitive skills, and inspires them toward success upon graduation.

Objective 2.2: Instill in students a comprehension of and appreciation for personal core values that lead to professional and personal success.

Objective 2.3: Eliminate obstacles that prevent students from successfully completing their college experience.

Strategic Theme: Faculty/Staff Development

Institutional Goal 3: *To develop a community of faculty, staff, and coaches committed to fostering a spirit of cooperation in service to all university entities and individuals.*

Objective 3.1: Improve relationship building and Christian fellowship across the campus community.

Objective 3.2: Develop a workplace environment that encourages respect for fellow employees, the sharing of ideas, and commitment to lifelong learning.

Strategic Theme: Distance and Adult Education

Institutional Goal 4: *To provide and enhance learning opportunities through online and adult education programs.*

Objective 4.1: Develop a recognized online presence with programs offered from a biblical worldview perspective.

Objective 4.2: Restructure our on-ground adult education program (CAPP) to accommodate more effectively national trends and student needs.

Strategic Theme: Institutional Identity

Institutional Goal 5: *To develop, advance, and enhance a distinctively Christian identity that emphasizes excellence in all institutional programs.*

Objective 5.1: Identify specific marketing targets and develop an integrated marketing plan to achieve the university's goals.

Objective 5.2: Foster a campus-wide spirit where the unique nature of the Christian faith is both prominent and celebrated.

Strategic Theme: Responsible Stewardship

Institutional Goal 6: *To exercise the utmost integrity and prudence relative to the use of university resources and funds.*

Objective 6.1: Build the university's capacity to attract funds adequate to underwrite current expenses and projected capital investments.

Objective 6.2: Develop strong financial support from alumni and other parties that identify with Shorter University's mission and values.

Objective 6.3: To handle all assets of the university with the most vigilant expertise and honesty.