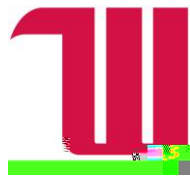




Wittenberg University Strategic Plan 2022:
Renewing the Promise
February 2017

Prepared by the University Planning Commission



Mission: Wittenberg University provides a liberal arts education dedicated to intellectual inquiry and wholeness of person within a diverse residential community. Reflecting its Lutheran heritage, Wittenberg challenges students to become responsible global citizens, to discover their callings, and to lead personal, professional, and civic lives of creativity, service, compassion, and integrity.

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The Mission and Values of Wittenberg University

At an important time in the life of our historic University, the University Planning Commission

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Wittenberg University Strategic Plan 2022: Renewing the Promise

In February 2016, ten years after the official adoption of "Distinctively Wittenberg," the Board of Directors called for the formation of a University Planning Commission (UPC) to bring back in one year's time "a dynamic and focused strategic plan," which would guide the University for the next five years and beyond. The UPC set about engaging the Wittenberg community in the planning process, holding Open Space sessions to gather ideas and feedback from all major University constituencies. By the end of July, the UPC had engaged hundreds of Wittenberg stakeholders and friends in facilitated conversations, on and off campus, asking them to reflect on Wittenberg's future and bringing their questions and ideas into the planning process. From June to August, seven Thematic Groups with more than 80 total participants were formed

Second, as a diverse residential community dedicated to intellectual inquiry and wholeness of person, Wittenberg will enhance the student experience so that more of our graduates benefit from all that the University has to offer. The fully realized Wittenberg Commitment, with its emphasis on advising, engaged learning, alumni networking, and creating pathways to graduation for all of our students, will address many of these facets of campus life. A new wellness plan and a state-of-the-art center for career and vocational development that combines campus services with the knowledge and commitment of our tens of thousands of alumni will also transform the student experience in the next five years.

Third, as a liberal arts university, Wittenberg depends more than most institutions on the strength of its community, both in the bonds that unite the campus, and its deep connection to alumni and friends in Springfield and around the world. Preparing for and launching an overdue comprehensive campaign will be an indispensable part of bringing this community together and elevating the University's engagement with its key constituencies in the next five years.

Finally, we see this narrowly focused strategic plan as setting the stage for more ambitious efforts in the years to come. It will take hard work, perseverance, and careful execution to reach our goals, but Wittenberg has shown itself to be nothing if not resilient in the face of many challenges in its 172 years. We are honored by the example of those who built and sustained this institution across many previous generations, and we call upon our community now to come together and work together toward renewing the promise of our great University.

Wittenberg University Strategic Plan 2022: Renewing the Promise

Wittenberg University provides a liberal arts education dedicated to intellectual inquiry and wholeness of person within a diverse residential community. Reflecting its Lutheran heritage, Wittenberg challenges students to become responsible global citizens, to discover their callings, and to lead personal, professional, and civic lives of creativity, service, compassion, and integrity.

Wittenberg University will become a two-thousand student residential campus in the Lutheran tradition that provides an elite, engaged, financially accessible liberal arts education to a diverse student body. (Oct 2016)

1.1.2: Implement a comprehensive international recruitment strategy

1.1.3: Expand academic program outreach and recruitment, including department-specific endowed scholarships, first year research fellowship opportunities and special interest awards strategy

1.3.2 Develop _____ aligned with market demand and growth potential, and stage their launch appropriately over the next five years

8 _____-driven, whole-person-focused, exceptional student experience

Strategy 2.1: Establish a leading and innovative center for career and vocation that engages students and alumni and enables them to thrive in their post-graduate employment, studies, and service

2.1.1 Create seamless and integrated coordination between the new center, alumni relations, and the Hagen Center for Civic and Urban Engagement to expand significantly the number of internships, externships, and vocational exploration opportunities for our students

2.1.2 Secure funding to endow a center for career and vocation and provide leading high impact experiences for our students

2.1.3 Develop a unified approach to programming initiatives and materials that draw upon the Lutheran understanding of vocation

2.1.4 Expand opportunities for alumni to utilize areas of expertise to help mentor students, identify internship and employment opportunities, and to network with each other

Strategy 2.2: Broaden and improve the student experience with campus-wide and cohort-based programming and initiatives

2.2.1 Develop a comprehensive plan to achieve new levels of student health and well-being with an emphasis on prevention that combines an evidence-based public health approach with innovative engagement strategies

2.2.2 Provide programming, support, and resources to develop scholar-athletes who will compete on a national level and model the Division III philosophy by: discovering their true callings; developing life, leadership, and academic skills; and dedicating themselves to a life of serving others

2.2.3 Develop student experience and satisfaction metrics, dashboard, and annual goals that aggregate National Survey of Student Engagement data, co-curricular learning outcomes assessment, campus housing satisfaction surveys, and related measures

Strategy 3.3: Leverage the new Health, Wellness, and Athletic facility and related campus resources to reach new students and forge new ties with local and regional communities

3.3.1 Develop data collection and long term outreach strategy for participants in youth sports programs and community events held at all athletic facilities

Strategy 3.4: Develop a plan to become a nationally recognized #1 institution as named by *The Chronicle of Higher Education* with key criteria that include trust, respect, pride, achievement of organizational objectives, and teamwork

Strategic Plan Overview: Renewing the Promise

