



## Southern Wesleyan University 2015-2020 Strategic Plan

### ***Goal 1: SWU will expand and deepen our faith impact.***

Outcome 1A. Increase the number of students who express a faith commitment, who can create a reasoned defense of the Christian faith, and who demonstrate Christian character traits.

Outcome 1B. Equip graduates in every discipline to articulate a Christian worldview in their chosen field.

Outcome 1C. Increase the number of religion graduates.

### ***Goal 2: SWU will create a Culture of Excellence.***

Outcome 2A. Foster an intentional culture of faculty and staff success.

Outcome 2B. Foster an intentional culture of campus efficiency.

Outcome 2C. Foster an intentional culture of campus safety and security.

Outcome 2D. Foster an inventive environment that promotes innovation and creative problem-solving.

### ***Goal 3: SWU will grow enrollment to expand our graduates' influence.***

Outcome 3A. Increase the number and diversity of students who complete academic programs, degrees, endorsements, and certificates in the nontraditional program and gain employment/promotion in their field or continue their education.

Outcome 3B. Increase the number and diversity of students who complete academic programs, degrees, and certificates in the traditional program and gain employment in their field or continue their education.

### ***Goal 4: SWU will be generous with God's resources.***

Outcome 4A: Increase the number and diversity of community members using SWU facilities and resources.

Outcome 4B: Grow the SWU Endowment by 5% by 2020, with an increased total each year of gifted funds through cash, non-cash gifts, planned gifts, and grants.

Outcome 4C: Increase the percentage of SWU employees, alumni, board members, and board of visitors giving to advance the University's mission to transform lives for Christ.

Outcome 4D. Increase the number of hours of community and ministry service provided by SWU employees and students.