

Strategic Themes

Institutional Goal 1

To create an environment where biblical faith is prominent and permeates all areas and aspects of university life.

Objective

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.

Institutional Goal 2

To prepare students to succeed intellectually, professionally, spiritually, and personally.

Objective

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.

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

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.

Institutional Goal 4

To provide and enhance learning opportunities through online and adult education programs.

Objective

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.

Institutional Goal 5

To develop, advance, and enhance a distinctively Christian identity that emphasizes excellence in all institutional programs.

Objective**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.

Institutional Goal 6

To exercise the utmost integrity and prudence relative to the use of university resources and funds.

Objective**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.