Strategic Planning Journey Begins

Strategic Planning Kick-off November 2015
Mission

Mission Statement

Benedictine University is an inclusive academic community dedicated to teaching and learning, scholarship and service, truth and justice, as inspired by the Catholic intellectual tradition, the social teaching of the Church, and the principles of wisdom in “The Rule of St. Benedict.”
Vision

Vision Statement

Benedictine University aspires to be a thought leader in Catholic higher education. We seek to provide a transformative and integrative educational experience grounded in Benedictine values, helping students shape lives of meaning and purpose as engaged citizens who care for the Earth, welcome people of diverse faiths and cultures, and promote the common good.
BenU 2020 Destination Statement

By 2020, Benedictine University will be a top-choice institution for our diverse student populations, recognized as a learner-centered, financially accessible Catholic university, regionally integrated with growing national reach, and financially strong and sustainable.

We will achieve this through our differentiators of Benedictine values, high diversity, and professional preparation of lifelong learners; and by exceeding our competition in holistically focusing on learner needs, delivering programs in the most effective instructional formats, and providing academic excellence via high-impact learning practices.
Goal 1: Improve recruitment and retention effectiveness to increase enrollment

Goal 2: Raise the academic profile of the University by assuring excellence in all academic programs

Goal 3: Improve organizational management and effectiveness

Goal 4: Cultivate talent within our Catholic and Benedictine culture

Goal 5: Strengthen financial sustainability
Our Stakeholders

- Students
- Parents
- Employers
- Alumni
- Graduate Schools

Five specific stakeholders identified
Stakeholder Priorities

**Students and Parents**
- Is financially accessible
- Is learner focused
- Leads to academic success
- Helps in the progression to next academic or professional step
- Develops the overall person in the context of Benedictine values

**Alumni**
- Minimized their long-term financial burden
- Prepared them for their academic path and professional life
- Helped shaped their values

**Employers**
- Well prepared to think critically
- Prepared to contribute to the overall enterprise of the organization

**Graduate Schools**
- Prepares students to meet the academic rigor of their graduate programs
BenU Academic Differentiators

High impact learning  Meeting the needs of stakeholders
Learner-focused
Market-aligned
Benedictine distinctive

Differentiators for all Colleges and School of Graduate, Adult and Professional Education
Support Services

- Recruitment and enrollment
- Financial aid
- Academic support
- Student engagement
- Career development
- Facilities

Support programs. Drive stakeholder outcomes. Ensure financial sustainability.
Organizational Management and Effectiveness

- Performance management, assessment and organizational excellence.
- Operational effectiveness and efficiency.
- Better data access and reporting.

Managing the effectiveness and efficiency of the University to drive overall strategy
Human Resources and Knowledge Capabilities

• Faculty-to-student interaction.
• Faculty and staff satisfaction and effectiveness.
• Catholic and Benedictine mission and identity as part of culture.
• Technology systems, processes and support.

Supporting specific process area objectives
Growing Revenue and Other Sources of Income

- Revenue and operating margin
- Non-tuition operating revenues
- Annual fundraising
- Invest in strategic areas

Maintaining Financial Focus
BenU2020 University Goals

Goal 1: Improve recruitment and retention effectiveness to increase enrollment

Goal 2: Raise the academic profile of the University by assuring excellence in all academic programs

Goal 3: Improve organizational management and effectiveness

Goal 4: Cultivate talent within our Catholic and Benedictine culture

Goal 5: Strengthen financial sustainability
Structure of the Strategic Plan

- GOALS
- OBJECTIVES
- MEASURES
- INITIATIVES
Appendix A

BenU 2020 Goals and Objectives
Goal 1

Improve recruitment and retention effectiveness to increase enrollment

Objectives:
1.1 Increase recruitment and target enrollment
1.2 Improve financial aid
1.3 Improve academic support
1.4 Enrich student engagement
1.5 Improve career development services
1.6 Improve facilities

Strategic Enrollment Planning Team Focus is Goal 1
Goal 2

Raise the academic profile of the University by assuring excellence in all academic programs

Objectives:

2.1 Integrate high impact learning techniques in a learner-focused approach to education.

2.2 Integrate Benedictine values into curricula.

2.3 Strategic program development and planning which responds to mission, quality and stakeholder need.
BenU2020 Goal 2 (Continued)

Raise the academic profile of the University by assuring excellence in all academic programs

Objectives:

2.4 Address the Needs of Stakeholders – Students
2.5 Address the Needs of Stakeholders – Parents
2.6 Address the Needs of Stakeholders – Alumni
2.7 Address the Needs of Stakeholders – Employers
2.8 Address the Needs of Stakeholders – Grad Schools
BenU2020 Goal 3

Improve organizational management and effectiveness

Objectives:

3.1 Enhance performance management, assessment and organizational excellence.
3.2 Improve operational effectiveness and efficiency by reengineering or eliminating poorly performing administrative or academic programs.
3.3 Improve technology systems, processes and support.
3.4 Define, collect and enable better data access and reporting.
BenU2020 Goal 4

Cultivate talent within our Catholic and Benedictine culture

Objectives:
4.1 Increase faculty to student interaction
4.2 Improve staff satisfaction and effectiveness
4.3 Embed Catholic and Benedictine mission and identity into University culture
Strengthen financial sustainability

Objectives:
5.1 Increase revenue and operating margin
5.2 Increase non-tuition operating revenues
5.3 Grow annual fundraising
5.4 Maximize investments in strategic areas
QUESTIONS?

More information on the strategic plan is available on the Share Drive at S:Drive->University Info->Strategic Planning