

Pacific Lutheran University
University Conference - August 31, 2016
2016-2017 UNIVERSITY INITIATIVES

1. Advance Academic Excellence

- A. Maintain and improve academic and other campus spaces by expanding classroom and campus facility data in a new facilities management system and developing a Philosophy of the Campus to include a long-term integrated facilities maintenance, replacement, and funding plan.
- B. Pilot collaborative learning spaces on campus to document benefits of close collaborative research and peer-led learning.
- C. Welcome the cohort of Fall 2016 students into the Mellon-sponsored Gen Ed Cornerstones Program and incorporate an assessment of the first-year to review connections with General Education goals.
- D. Complete a review of the Wild Hope Center to include an action plan for implementation of recommendations.
- E. Implement a variety of implicit bias training programs for all faculty and staff and develop measurable plans for diversifying the PLU workforce.

2. Enhance Student Achievement and Success

- A. Continue PLU's focus on retention by developing a specific plan to move retention to the second year to 90% and to improve persistence/graduation rates for all students.
- B. Deepen Diversity, Justice and Sustainability in terms of community programs and engagement as it relates to successes of all community members and the mission.
- C. In collaboration with students, faculty, staff and community partners, continue to advance the goals of Title IX, including responses to the most recent Dear Colleague letter, through education, policy review, open dialog, and assessment of impact.
- D. Ensure that all students experience the commitments to learning and experience (Study Away, Vocation, and Collaborative Research) as articulated in the university mission statement, especially as they complete the General Education requirements.
- E. Promote and improve program review and assessment work in line with the timeline for accreditation and in conjunction with student success goals.

3. Increase Community Engagement and Leadership

- A. Purposefully integrate civic engagement into our work and learning, engaging with community partners to strengthen leadership in the broader South Sound community, and expanding opportunities for the PLU community to interact with the larger community.
- B. Continue work to develop and pilot a comprehensive transcript that captures unique features of a PLU student experience, that intentionally connects leadership learning across student groups and programs, and that contributes to students' post-graduation marketability.
- C. Cultivate and demonstrate a culture of care via highlighting stories and examples of students, alumni, faculty and staff who are living out this ethic of gratitude and generosity and the university mission.
- D. In conjunction with the Board of Regents, improve shared governance and leadership development for all employees.

4. Accelerate Strategic Enrollment Management and Marketing

- A. Implement the Philosophy of Enrollment approved by the Board of Regents with specific goals for Undergraduate and Graduate enrollment across student categories.
- B. Improve analytics to evaluate and improve engagement across platforms.
- C. Continue to support student recruitment in the I-5 corridor, build broad-based recognition of PLU and underscore our commitment to diversity via a year-long, high visibility outdoor advertising campaign in the greater Puget Sound region.
- D. Launch targeted online and offline communications strategies to improve recruitment and retention rates among both domestic and international student populations.
- E. Continue to build the PLU brand with a sense of connection and community and that highlights PLU's emphasis on integration of the liberal arts, professional education and civic engagement.

5. Improve Financial and Physical Resources

- A. Advance the net revenue goals of Board of Regents (for example the “Box” resolution) through identifying and developing academic programs that generate new net revenue, increases in non-tuition revenue sources, expanded donor support and endowment growth, and targeted focus on improved operating efficiency.
- B. Continue development of PLU’s comprehensive fundraising campaign, with specific focus on case articulation and donor feasibility study.
- C. Grow faculty and staff capacity for donor and alumni engagement.
- D. Continue to build on improvements in budgeting and reporting capabilities, increased automation of financial processes and expansion of responsibility center management concepts to drive increased efficacy of PLU’s fiscal management.

Approved by President’s Council, August 30, 2016