

2025-2026 University Strategies and Tactics

PLU has navigated recent challenges facing higher education and has emerged as a stronger and more innovative institution. Our particular focus on recruitment, retention and resources has, and continues to, serve us well.

As we move forward in a rapidly changing environment, we must continue to center recruitment, retention, and resource stewardship in our work, while acknowledging these three R's are increasingly integrated and co-dependent.

PLU will build on our momentum and reputation as a leader in shaping the future of Higher Education through innovation in academic and co-curricular programming, institutional adaptability, and mutually beneficial education and community partnerships.

Strategy 1: Program Innovation

Update and expand PLU's academic and co-curricular programs to stay competitive and better meet the needs of students and society.

Tactics:

- **Offer an Associate of Arts (AA) degree** that students automatically receive upon completing their general education requirements and other specified credits. [Recruitment, Retention]
 - **Reduce the number of credits** needed to graduate from a bachelor's degree program. [Recruitment, Retention, Resources]
 - **Create a comprehensive plan for new and revised academic and co-curricular programs** that align with program review recommendations and market demands for implementation in FY26 and beyond. [Recruitment, Retention, Resources]
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Strategy 2: Institutional Innovation

Strengthen PLU's ability to adapt to changes in higher education and create future opportunities that align with our mission.

Tactics:

- **Increase professional development opportunities** to help employees meet current and future needs. [Recruitment, Retention, Resources]
 - **Create and implement guiding principles for the impact of Artificial Intelligence (AI)** on our work to help the university understand and, where appropriate, ethically integrate AI for policy-making, decision-making, creativity, and efficiency. [Retention, Resources]
 - **Create a more flexible campus environment** by expanding how we use our physical spaces to support a more nimble university culture. [Recruitment, Retention, Resources]
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Strategy 3: Partnership Innovation

Partner with mission aligned organizations and each other for effective use of resources, shared knowledge, and creating mutual and community benefit.

Tactics:

- **Advocate for restoration and expansion of student funding** at the state and federal levels. [Recruitment, Retention, Resources]
- **Identify new or expand existing external partnerships** that will support programmatic and institutional innovation. [Recruitment, Retention, Resources]
- **Nurture and cultivate internal partnerships** to support programmatic and institutional innovation.[Recruitment, Retention, Resources]