Pacific Lutheran University
University Conference
September 4, 2013

Strategic Priorities

2013-2014 UNIVERSITY INITIATIVES

1. Advance Academic Excellence
   • Bring forth for consideration PLU’s first doctoral program – the Doctor of Nursing Practice
   • Examine some of our existing programs and graduation requirements – particularly the language requirement – to seek ways of advancing academic quality in an affordable, cost-effective manner
   • Integrate division and school strategic plans into a comprehensive plan for academic program development, innovation and review
   • Complete the 2014 NWCCU accreditation report and host a successful site visit
   • Encourage the formation of more academic honor societies, seek to increase the number and diversity of post-graduate fellowships for our students, and revise the honorary degree process to make the awarding of such degrees a more regular part of PLU academic life
   • Plan for the 125th anniversary of the university

2. Enhance Student Achievement and Success
   • Continue the advancement of the education, career and vocation planning components of Career Connections including the expansion of Employer Relations and the launching of the Lute Link Network
   • Develop common language around Diversity, Justice and Sustainability, increase student sustainability programs and advance education on micro-aggressions
   • Launch Guidebook as a new method of communication with students to promote increased engagement in the educational life of the campus
   • Develop and pilot certificate recognition for completion of selected student leadership programs
   • Submit application to the Mortar Board as a new student leadership honor society on campus

3. Increase Community Engagement and Leadership
   • Advance the effectiveness of the living/learning environments and promote the value of residential living
   • Implement the recommendations of the Military Working Group to build the relationship with JBLM
   • Improve leadership development for faculty and staff by offering additional diversity workshops, new supervisor training, Toastmasters, Six Sigma, a new program for mid-career faculty, and others
   • Collaborate with community partners to strengthen the Parkland community

4. Accelerate Strategic Enrollment Management and Marketing
   • Adopt an institutional strategic enrollment management (SEM) plan and propose specific enrollment and net tuition goals to the Board of Regents in 2014
   • Launch the Marketing and Communication Division with a Marketing Plan by end of the academic year
   • Fully implement and integrate Constituent Relationship Management (CRM) system with primary users across campus.
• Create the Office of Graduate Programs and Continuing Education, and hire the new Associate Provost
• Support the development of high-quality online and/or hybrid programs that are consistent with our mission and serve both new and existing student populations
• Evaluate possible academic program collaborations with other NAC&U institutions

5. **Improve Financial and Physical Resources**
• Advance the initiatives set forth in the May 2013 Board of Regents resolution on compensation and maintenance by increasing university financial resources through the development of academic programs that generate new net revenue, and through the development of non-tuition sources, including Auxiliaries, community partnerships and gift income for annual support and growing the endowment.
• Develop the plan for the next comprehensive fundraising campaign
• Develop the plan and seek additional funding for expanding teaching and research capacity in the Rieke Science Center
• Initiate the 18-month process that will lead to an updated campus master plan
• Secure funding for renovation of Stuen and Ordal Halls, and begin construction in Stuen Hall.
• Complete several Six Sigma projects and train additional Green Belts
• Launch the Budget Working Group to explore and recommend possible alternative university budget structures