

*Pacific Lutheran University
University Conference
September 3, 2014*

2014-2015 UNIVERSITY INITIATIVES

1. Advance Academic Excellence

- A. Maintain and improve academic space by using Sightlines classroom and campus data to develop and support an integrated facilities plan that aligns physical facilities with the academic program.
- B. Improve faculty visibility among prospective students and media by developing a “Meet Our Faculty” online showcase that enables PLU to manage, display and publish scholarship on the web in an attractive and easily searchable format.
- C. Expand academic program and Student Life partnerships to realize more fully opportunities for experiential and integrated learning.
- D. Explore new opportunities in general education that advance the integration and alignment of liberal arts, professional studies and civic engagement.
- E. Develop and begin the implementation of the PLU Summer Academy, an ESL program, and hybrid courses.
- F. Expand professional development opportunities for mid-career faculty.

2. Enhance Student Achievement and Success

- A. Explicitly invest in student retention and student success through engagement of high impact practices with a focus on student learning and experience and purposeful sharing of assessment results.
- B. Review and update student conduct staffing for responsiveness to increased scope of responsibility, external mandates, and educational mission.
- C. In partnership with a Six Sigma team, review New Student Orientation in regard to impact on expected student and family learning outcomes, resources, and delivery model.
- D. Expand student sustainability programs and events.
- E. Advance the goals of Title IX and the April 2014 White House “Not Alone” Report through education of students, faculty, and staff and in collaboration with JBLM and other community partners.
- F. Ensure that all students experience the commitments to learning and experience articulated in the University mission statement.

3. Increase Community Engagement and Leadership

- A. Update current job descriptions for all administrators and staff as the foundation of a solid compensation and performance management system.
- B. Continue leadership development opportunities through Six Sigma, Leadership Seminar, Budget Management, Supervisor Training, Title IX and a new online performance management system.
- C. As a part of more purposefully integrating civic engagement into our work and learning, engage with community partners to strengthen leadership in the Parkland community, and expand opportunities for the PLU community to interact with Parkland residents.
- D. Engage partners from across the university to develop and pilot campus-wide student leadership certificate that captures unique leadership learning features of a PLU student experience, that intentionally connects leadership learning across student groups and programs and that contributes to students’ post-graduation marketability.

4. Accelerate Strategic Enrollment Management and Marketing

- A. Implement new strategies for student retention and other high enrollment priorities from the Strategic Enrollment Management Advisory Committee report of May 2014.
- B. Undertake complete web site redesign and upgrade content management system to support mobile accessibility and greater engagement with content.
- C. Support student recruitment in the I-5 corridor, build broad-based recognition of PLU during our 125th anniversary year 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. Develop targeted Student Life marketing and messaging that contributes to the PLU brand and a sense of connection and community.

5. Improve Financial and Physical Resources

- A. Advance the net revenue goals of Board of Regents “Box” resolution through the development of academic programs that generate new net revenue, auxiliaries and other non-tuition revenue sources, unrestricted Annual Fund support and endowment.
- B. Articulate the vision for the future of science education and research including developing the plan to secure funding and resources.
- C. Identify, develop, and secure expanded or new streams of revenue and partner with Advancement to identify, support, and cultivate development opportunities that contribute to enhancement of student experience, campus, and community.
- D. Complete the 2015 Campus Master Plan so it can inform fundraising and future capital projects.
- E. Complete the renovation of Stuen Hall and prepare for renovation of Ordal Hall.
- F. Develop Six Sigma initiatives with the current cohort of Greenbelts, with a goal of successful proof of concept projects, and significant progress on raising revenue and decreasing costs.
- G. Implement the Budget Working Group recommendations.
- H. Support donor base engagement with a high-quality annual President’s Report outreach campaign targeted at existing and high-potential prospects.
- I. Launch improved alumni magazine with a new interactive web destination targeted at engaging GOLD (graduates of the last decade) segment.
- J. Create a series of engaging, high-visibility events to celebrate PLU’s 125th anniversary.