



Strategic Plan
Phase I
2023-2027

*Widening the Fields of Endeavor:
Advancing the Vision*

Mission

To Educate the Whole Person with Challenge & Care

Vision

To Be a University
Where Diverse Talents Grow Together

Values

Learning – Serving – Leading

Educational Ethos

To Do the Real Work
For the Good Life

Verum Opus ad Vitum Bonam

Preamble

In the 140th year of Reinhardt University's existence, we are called to remember our past, consider our present, and prepare for our future so that we may enliven the essence of our beloved institution and become our vision of a university *where diverse talents grow together*.

The strategic initiatives, objectives, and strategies represented here will guide the University community toward a broader and deeper engagement with our values of *learning, serving, and leading*. Through these commitments, Reinhardt University will thrive as an institution, prepare this generation for life in a world of uncertainty and promise, and contribute constructively to our local community, our state, our nation, and our world.

We, therefore, tether ourselves to a Wesleyan educational tradition of advancing higher learning as the noblest form of serving others. We graciously honor the panoply of human experience while we thoughtfully *challenge* and *care* for each other by embracing fully the notion that strength and health of the community follows from the individual's ability to reach their intellectual, physical, and spiritual aspirations. We commit ourselves to recognizing the world has changed over the decades since our founding and that each generation requires new knowledges and new skills to be best prepared for life ahead. We know the world is filled with division, fear, and uncertainty, but this is all the more reason that Reinhardt must intensify its effort to provide students an educational experience that teaches them to engage others with civility, grace, and a spirit of collaboration. It also drives our ambition to educate students to be adaptable and agile thinkers and innovative and diligent doers who offer creative ways of solving complex problems and strive to construct a just, prosperous, and healthy society. We take pride in ensuring that our beautiful, peaceful, and safe environments, both natural and built, serve as a haven for students and a place to learn, to reflect, and to grow into the individual they are meant to be. We will thrive and create a dynamic place that embodies a faith that brings these aims to reality.

Widening the Fields of Endeavor is a plan to guide Reinhardt's continued success, unquestionable relevance, and fulfilment of its role *to educate the whole person*. We will ensure a constructive culture, we will enrich the learning environment and living community, and we will establish a vital institution. Through these inspired initiatives, Reinhardt is ensured of its place in the hearts and minds of the communities we serve, its ability to inspire others to join the University in the quest to educate the next generation, and its endeavor to graduate students of merit, who then become alumni of standing and are thoroughly prepared to *Do the Real Work for the Good Life*.

I. Ensure a Constructive Culture

a. Create a Campus Culture Marked by Development, Service, and Growth to help members of campus feel a strong sense of belonging and purpose.

- i. Build a *Culture of Recognition* by creating mechanisms honoring the inherent dignity of individuals and rewarding professional excellence, group accomplishments, and institutional achievements.
- ii. Forge new traditions that cultivate unity within diversity, instill joyous pride in the University community, and exude a connectiveness with the institution's past and present as we look toward the future together.
- iii. Encourage and support the development of a constellation of affinity groups so students may engage in civil dialogue about difference, seek and embrace shared understanding, be propelled toward constructive action, and offer service to others.

b. Ensure a Safe, Healthy, and Supportive Campus Culture to achieve a holistic sense of well-being.

- i. Through collaboration among offices, provide programs, practices, and technologies to support a campus community that is safe and secure, peaceful, and fosters a growth-centered quality of life.
- ii. Provide programs and services educating members of campus around practices of health and physical, mental, and spiritual well-being.
- iii. Improve services and resources that support members of campus in the achievement of their educational and wellness goals.

II. Enrich the Learning Environment & Living Community

a. Bolster Distinctive & Excellent Intellectual, Social, and Cultural

Experiences to ensure whole person growth and flexible career preparation for students

- i. Deliver an engaging, well-coordinated intellectual experience through relevant and challenging academic programs, supportive and caring academic services, and thought-provoking extra- and co-curricular academic activities leveraging the campus environment and institutional strengths to serve a diverse set of learners.
- ii. Design a variety of campus-wide student-centered experiences that deepen both social and culture engagements to develop a positive disposition toward learning, serving, and leading and appreciation for human performance in a variety fields.
- iii. Activate and support an environment that prompts setting and achieving goals for personal health, interpersonal relationships, academic endeavors, extra-curricular activities, avocations, and career preparation that help students develop a mindset of responsible agency, thoughtful confidence, grounded positivity, and mental agility.
- iv. Develop and deliver dynamic curricula, co-curricular, and extra-curricular experiences that teach teamwork and collaboration, encourage emotional adaptability, and require intellectual agility in pursuit of solving complex problems as employee, industry, and civic leaders.
- v. Provide enriching, service-oriented experiences to prospective students and their families, students, alumni, donors, and the community-at-large through a variety of services and cultural offerings (including but not limited to Admissions, Advancement, Administrative Offices, Hill Freeman Library, Falany Performing Arts Center, Funk Heritage Center, Gordy Dining Center Services, The Landing: Book & Mercantile, and Athletic Events).

b. Foster a Sustainable and Attractive Campus Environment

to ensure an enriched atmosphere for living and learning

- i. Ensure employees are supported and valued by streamlining onboarding, encouraging professionalism and University pride, structuring opportunities for work-life balance, wellness, professional development, constructive feedback, and recognition and rewards.
- ii. Use innovative methods to support sustainability and a greater appreciation of campus by using the University's built environment and natural landscape as an informal learning-laboratory for the community and visitors to learn about sustainability, design, environmental stewardship, and land-use management.
- iii. Ensure the technological infrastructure and tools used for instruction, business operations, and extra- and co-curricular activities supports and meets the needs of the University's faculty, staff, and students while protecting and safeguarding confidential information and continuous operations.
- iv. Provide and promote a suite of campus amenities that attract and retain students, secure the trust and satisfaction of parents, and promote a sense of community and wellness, and exemplify the University's motto "doing the real life for the good life."

III. Establish a Vital Institution

a. Create Opportunities for Institutional Stability & Vitality

to ensure the longevity of Reinhardt's educational legacy

- i. Build and implement growth-focused recruitment and enrollment practices that are data-informed, goal-oriented, efficient, and leverage the strengths of the University's programs and external partnerships while being mindful of student affordability, revenue generation, and creating a culture of diverse talents.
- ii. Restructure advancement core business operations and build a greater culture of philanthropy that increases campus collaboration, alumni engagement, external partnerships, and financial support by fostering long-term relationships, utilizing strategic communications, and employing data-informed, goal-oriented, donor-centric practices.
- iii. Increase and strengthen the role of auxiliary enterprises that play an important role in campus pride, brand awareness, community relations, co-curricular education, and revenue generation.
- iv. Improve campus-wide administrative workflows, systems, and financial forecasting to reduce inefficiencies, increase student and parent satisfaction, and foster campus collaboration to effect greater opportunity for long-term financial equilibrium.

b. Expand & Strengthen Brand Awareness, Relationships, & Partnerships to create an ally-rich culture that fulfills the mission and widens opportunities for students and for university growth.

- i. Create a cohesive brand guide and execute a campaign that anchors consistent and compelling marketing and communications efforts and inspires engagement with the University.
- ii. Foster and secure relationships with alumni, schools, churches, and organizations to instill the vital role the University plays in the prosperity of communities, seek their counsel in the University's quest to prepare students to learn, serve and lead, and secure their endorsement of the University's programs.
- iii. Identify, develop, and sustain external partnerships with consortia, government leaders and entities, corporations, and foundations aligned with the mission, vision, and values of the University as to provide students with experiences necessary to fulfill their professional aspirations and relevant to national economic prosperity.
- iv. Preserve and enhance the beauty, safety, and functionality of the University's physical campus as an outward emblem of the institution's commitment to providing a welcoming haven focused on care and growth for all students.