



BenU2020 >

**Benedictine University  
Strategic Plan**

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# Strategic Planning Journey Begins



Strategic Planning Kick-off November 2015

# Mission

## **Mission Statement**

*Benedictine University is an inclusive academic community dedicated to teaching and learning, scholarship and service, truth and justice, as inspired by the Catholic intellectual tradition, the social teaching of the Church, and the principles of wisdom in “The Rule of St. Benedict.”*

# Vision

## Vision Statement

*Benedictine University aspires to be a thought leader in Catholic higher education. We seek to provide a transformative and integrative educational experience grounded in Benedictine values, helping students shape lives of meaning and purpose as engaged citizens who care for the Earth, welcome people of diverse faiths and cultures, and promote the common good.*

# BenU 2020 Destination Statement

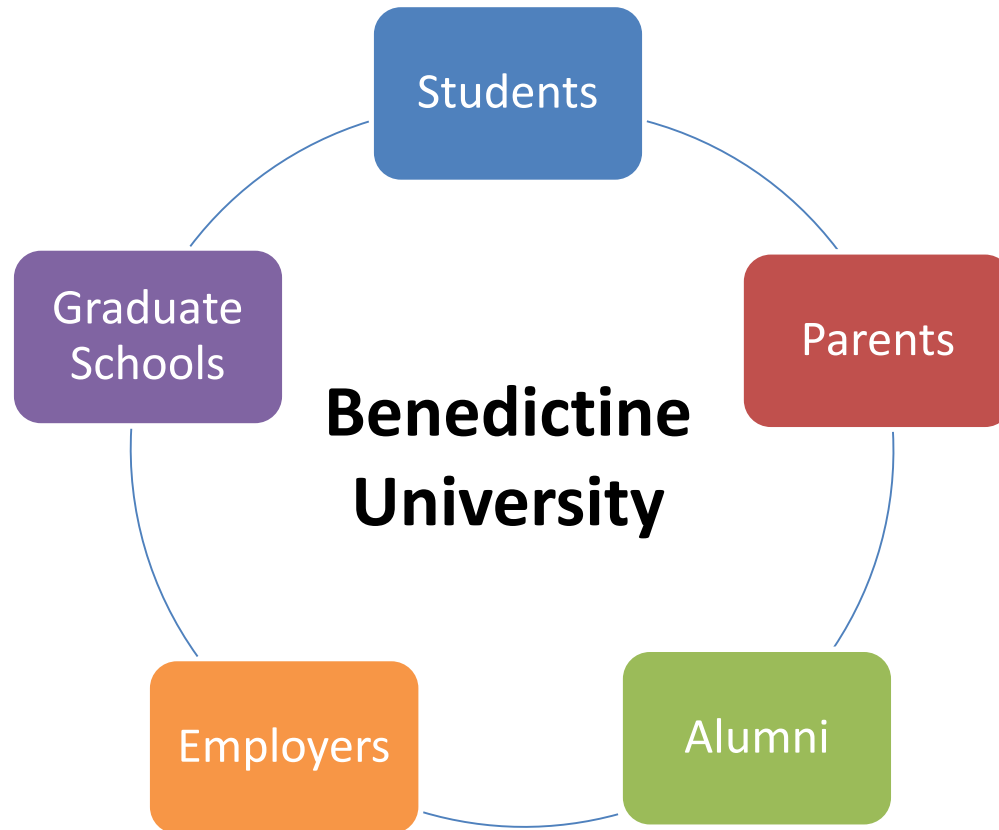
*By 2020, Benedictine University will be a **top-choice** institution for our diverse student populations, recognized as a **learner-centered, financially accessible Catholic university, regionally integrated** with growing **national reach**, and **financially strong** and **sustainable**.*

*We will achieve this through our differentiators of **Benedictine values**, high **diversity**, and **professional preparation** of lifelong learners; and by exceeding our competition in holistically focusing on **learner needs**, delivering programs in the most **effective instructional formats**, and providing academic excellence via **high-impact learning practices**.*

# BenU2020 > University Goals

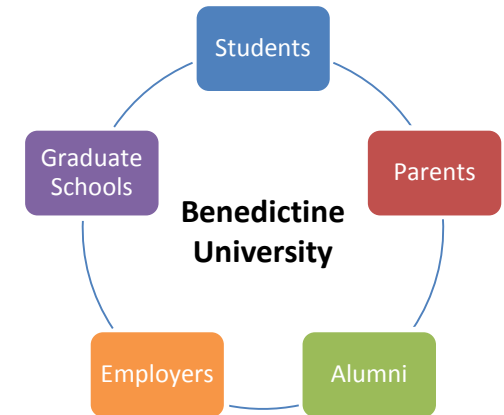
- Goal 1:** Improve recruitment and retention effectiveness to increase enrollment
- Goal 2:** Raise the academic profile of the University by assuring excellence in all academic programs
- Goal 3:** Improve organizational management and effectiveness
- Goal 4:** Cultivate talent within our Catholic and Benedictine culture
- Goal 5:** Strengthen financial sustainability

# Our Stakeholders



**Five specific stakeholders identified**

# Stakeholder Priorities



## Students and Parents

- ✓ Is financially accessible
- ✓ Is learner focused
- ✓ Leads to academic success
- ✓ Helps in the progression to next academic or professional step
- ✓ Develops the overall person in the context of Benedictine values

## Alumni

- ✓ Minimized their long-term financial burden
- ✓ Prepared them for their academic path and professional life
- ✓ Helped shaped their values

## Employers

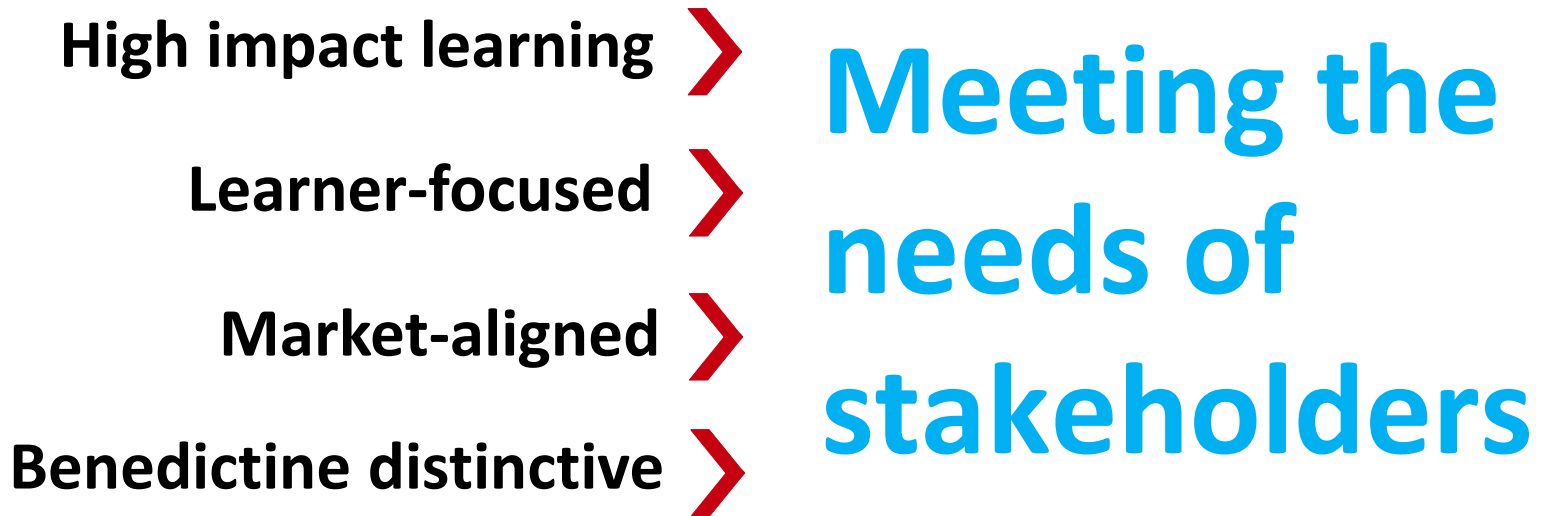
- ✓ Well prepared to think critically
- ✓ Prepared to contribute to the overall enterprise of the organization

## Graduate Schools

- ✓ Prepares students to meet the academic rigor of their graduate programs



# BenU Academic Differentiators



**Differentiators for all Colleges and School of Graduate,  
Adult and Professional Education**

# Support Services



- **Recruitment and enrollment**
- **Financial aid**
- **Academic support**
- **Student engagement**
- **Career development**
- **Facilities**

**Support programs. Drive stakeholder outcomes.  
Ensure financial sustainability.**

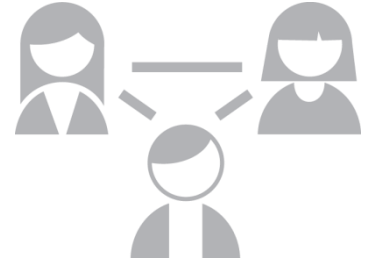
# Organizational Management and Effectiveness



- **Performance management, assessment and organizational excellence.**
- **Operational effectiveness and efficiency.**
- **Better data access and reporting.**

**Managing the effectiveness and efficiency of the University to drive overall strategy**

# Human Resources and Knowledge Capabilities



- **Faculty-to-student interaction.**
- **Faculty and staff satisfaction and effectiveness.**
- **Catholic and Benedictine mission and identity as part of culture.**
- **Technology systems, processes and support.**

**Supporting specific process area objectives**

# Growing Revenue and Other Sources of Income



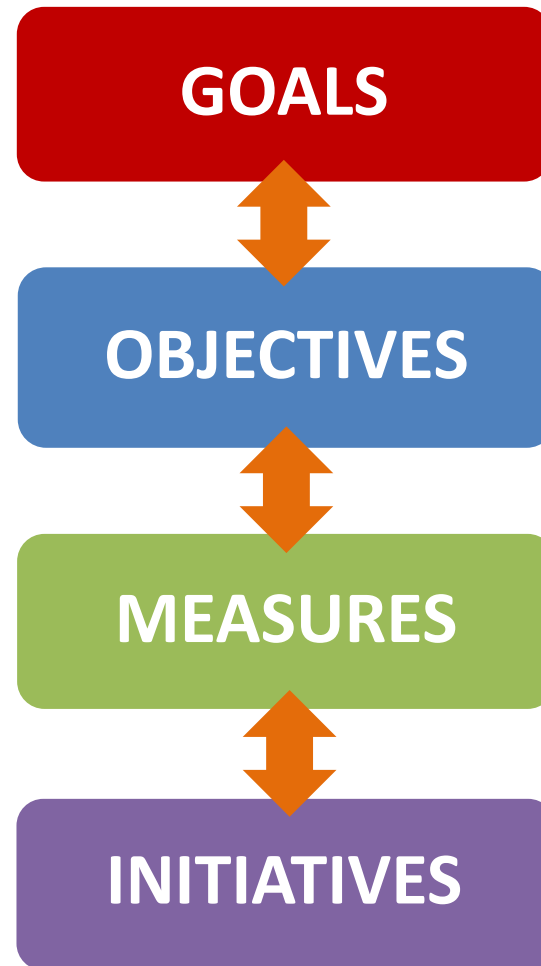
- **Revenue and operating margin**
- **Non-tuition operating revenues**
- **Annual fundraising**
- **Invest in strategic areas**

**Maintaining Financial Focus**

# BenU2020 > University Goals

- Goal 1:** Improve recruitment and retention effectiveness to increase enrollment
- Goal 2:** Raise the academic profile of the University by assuring excellence in all academic programs
- Goal 3:** Improve organizational management and effectiveness
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# Structure of the Strategic Plan





# Appendix A

BenU 2020 Goals and Objectives



# BenU2020 > Goal 1

## Improve recruitment and retention effectiveness to increase enrollment

### Objectives:

- 1.1 Increase recruitment and target enrollment
- 1.2 Improve financial aid
- 1.3 Improve academic support
- 1.4 Enrich student engagement
- 1.5 Improve career development services
- 1.6 Improve facilities

**Strategic Enrollment Planning Team Focus is Goal 1**

## BenU2020 > Goal 2

**Raise the academic profile of the University by assuring excellence in all academic programs**

**Objectives:**

- 2.1** Integrate high impact learning techniques in a learner-focused approach to education.
- 2.2** Integrate Benedictine values into curricula.
- 2.3** Strategic program development and planning which responds to mission, quality and stakeholder need.

# BenU2020 > Goal 2 (Continued)

**Raise the academic profile of the University by assuring excellence in all academic programs**

**Objectives:**

**2.4** Address the Needs of Stakeholders – Students

**2.5** Address the Needs of Stakeholders – Parents

**2.6** Address the Needs of Stakeholders – Alumni

**2.7** Address the Needs of Stakeholders – Employers

**2.8** Address the Needs of Stakeholders – Grad Schools

# BenU2020 > Goal 3

## Improve organizational management and effectiveness

### Objectives:

- 3.1 Enhance performance management, assessment and organizational excellence.
- 3.2 Improve operational effectiveness and efficiency by reengineering or eliminating poorly performing administrative or academic programs.
- 3.3 Improve technology systems, processes and support.
- 3.4 Define, collect and enable better data access and reporting.

# BenU2020 > Goal 4

## **Cultivate talent within our Catholic and Benedictine culture**

### Objectives:

- 4.1 Increase faculty to student interaction
- 4.2 Improve staff satisfaction and effectiveness
- 4.3 Embed Catholic and Benedictine mission and identity into University culture

# BenU2020 > Goal 5

## Strengthen financial sustainability

### Objectives:

- 5.1 Increase revenue and operating margin
- 5.2 Increase non-tuition operating revenues
- 5.3 Grow annual fundraising
- 5.4 Maximize investments in strategic areas

# QUESTIONS?

More information on the strategic plan is available on the Share Drive at **S:Drive->University Info->Strategic Planning**