Westmont College Strategic Map: 2017-2020

"Westmont College is an undergraduate, residential, Christian, liberal arts community serving God’s kingdom by cultivating thoughtful scholars, grateful servants and faithful leaders for global engagement with the academy, church and world."

Strengthen Westmont's Capacity to Increase Student Access and Foster Lifelong Success

A
- Strengthen Educational Excellence Through Innovation
  1. Develop New and Enhance Current Academic Programs
  2. Strengthen Curricular and Co-Curricular Collaboration
  3. Hire and Retain Diverse Faculty
  4. Enhance Intellectual Engagement and Motivation Campus-wide
  5. Cultivate High-Impact Learning Practices

B
- Prepare Students and Alumni for a Life of Impact
  - Cultivate Ongoing Implementation of Student Vision for Calling and Career
  - Build, Sharpen, and Streamline Student Success Initiatives
  - Strengthen Faith Formation for a Mature Christian Life
  - Nourish a Sense of Belonging for All Students
  - Expand and Deepen Alumni Engagement

C
- Achieve Targeted Enrollment Growth
  - Grow Campus and Global Enrollment to 1450 Students
  - Reach New Markets with New Programs and New Sites
  - Bolster Recruitment and Retention Strategies
  - Develop and Implement Ongoing Strategic Marketing
  - Build a Volunteer Network of Engaged Alums, Parents, and Friends

D
- Increase Financial Strength and Sustainability
  - Create and Implement a Sustainable Financial Model
  - Implement Comprehensive Campaign
  - Increase Annual Giving
  - Grow Net Tuition Revenue
  - Grow Non-Tuition Revenue

E
- Increase Resilience and Adaptability
  - Increase Organizational Agility
  - Implement Process to Regularly Review and Allocate Resources
  - Improve Physical Infrastructure
  - Attract and Retain Quality, Diverse Staff
  - Engage & Respond Appropriately to Mission-Critical Legislation and Regulations

F
- Increase Diversity and Global Engagement Across the College

G
- Nourish the Commitment, Culture, and Skills to Thrive as a Diverse Community

H
- Enrich Our Life with God

Draft
03/21/17