EASTERN U IN MOTION

THE 3-YEAR STRATEGIC PLAN
OF EASTERN UNIVERSITY 2019-2022

Introduction to EU in Motion:
3-Year Strategic Plan

AS EASTERN UNIVERSITY LOOKS TO THE FUTURE, we are energized by the opportunity to create innovative ways of providing a new generation of students with Christian education that is affordable, transformative, and inventive. Achieving our long-range vision begins with practical steps, and so this transitional plan outlines concrete goals for accomplishing our key imperatives. These goals are operationalized through action plans developed for each division and college. We are excited about the ways this 3-year plan will move Eastern University forward and position us for long-term flourishing.

IMPERATIVE #1 *Articulate EU's role and responsibility in Christian Higher Education.*

Successful institutions adapt, improve, and grow. At this critical moment in our history, we will refine and articulate Eastern University's unique Christian identity in service to the distinct higher educational needs of the global community.

Goals

1. **Clarify our vision, mission and identity statements.**
2. **Identify 3-5 viable long range scenarios for a future EU.**
3. **Evaluate EU's position within the higher education environment.**
4. **Finalize a ten year University strategic plan.**

IMPERATIVE #2 *Increase student enrollment, progression, and completion.*

Align ourselves to a marketplace of students that will choose Eastern, thrive at the University and graduate in a timely manner.

Goals
1. **Optimize the affordability and convenience of Eastern's academic programs.**
2. **Implement strategy to expand athletics.**
3. **Improve student retention and progress to graduation.**
4. **Establish a strategy to renovate residence halls.**

IMPERATIVE #3 *Move from a position of institutional stress to institutional stability.*

We will develop a vibrant, mission-centered work environment that is better resourced, diverse, and embodies transformational love.

Goals

1. **Foster a healthy work environment.**

2. **Promote a culture of missional enthusiasm.**

3. **Strengthen community through diversity and inclusion.**

4. **Optimize organizational structure.**

5. **Increase net revenue.**

6. **Develop an implementation plan for pursuing partnerships with public and private entities.**

IMPERATIVE #4

Create a culture of philanthropy within the EU Community for institutional advancement.

A robust Advancement program is necessary to increase and enhance engagement and support through gifts of talent, time, and treasure. Foundational to this work is creating a culture of philanthropy, developing a healthy donor pipeline, and using donor-centric strategies for securing support. Our vision is to create a culture of philanthropy within the EU community (faculty, staff, administration, Board, alumni, students and their families, and friends of the University). Alumni engagement will be focused on meeting alumni where they are - location, needs, and preferences for communication and engagement. Investment in staffing and infrastructure is necessary for a campaign to support an athletics strategy, student scholarships, capital improvements, and endowment.

Goals

1. **Develop a healthy fundraising program.**

2. **Increase philanthropic gifts of talent, time, and treasure.**

3. **Prepare for a campaign.**

4. **Implement scholarship and funding opportunities to support student retention.**

IMPERATIVE #5 *Nurture and advance a culture of excellence in teaching and learning.*

Our mission is to thrive as a community through transformative education. We will pursue this imperative by strengthening our academic culture and fostering an environment where excellence in teaching, learning, mentoring, research and scholarship is recognized and celebrated. The result will be students who succeed academically and who are prepared for a flourishing life.

Goals

1. **Define academic excellence at EU.**

2. **Align resources appropriately for all academic programs.**

3. **Strengthen our undergraduate and graduate academic programs to ensure student success.**

4. **Enhance resources for student support services.**

5. **Implement innovative uses of educational technologies.**