HONORING OUR PROMISE
2021 STRATEGIC PLAN

ACADEMIC EXCELLENCE

STUDENT EXPERIENCE

EMPLOYEE EXCELLENCE

INCLUSIVE EXCELLENCE

REGIONAL DEVELOPMENT & ENGAGEMENT

VISION ADVANCEMENT

RESPONSIBLE STEWARDSHIP
**Academic Excellence**
We commit to providing our students with a 21st century rigorous curriculum that is composed of the intellectual, creative, cultural, and personal outcomes necessary to advance and excel.

- Deliver high-quality educational programs that enhance students' intellectual, creative, personal, and social development and prepare them for career fields, as well as to advance and excel as 21st century citizens.
- Promote teaching excellence as the successful engagement of our students in learning, experimenting, creating, and achieving their full potential.
- Promote and enhance cultural, environmental, economic, and regional development through educational programs, scholarship/creative activity, and service.
- Promote excellence in scholarship, research, creative inquiry, and cultural activity.
- Expand and support WCU's capacity to serve students and eliminate barriers to program and resource access.
- Continue to coordinate WCU's student enrollment and retention strategies to ensure strengthened balance of access, diversity and student success, institutional mission, and sustainable revenue sources.

**Inclusive Excellence**
We commit to creating a campus reflective of our core values and we offer curricular and co-curricular educational programs that prepare our students for the diverse world in which they live.

- Foster an inclusive University community.
- Broaden our commitment to diversity and inclusion by recruiting, retaining, and developing a diverse community of faculty, staff, and students.
- Support innovative and inclusive scholarship and teaching.

**Responsible Stewardship**
We will focus our priorities on facilities, technology, core resources, and business policies and practices.

- Implement sustainable funding models to ensure fiscal stability.
- Maintain the Campus Master Plan.
- Improve the effectiveness and efficiency of campus business processes, including technology enablement.
- Maintain currency and enable strategic information technology capabilities.
- Preserve the safety and security of the campus community.

**Vision Advancement**
We will create and promote a shared understanding of WCU's future around our areas of distinction, student support, and faculty and staff initiatives.

- Promote an institutional vision of quality and excellence in academic and administrative programs and activities.
- Facilitate a shared understanding of the institution’s strategic vision among the University's external communities.
- Maximize and target a balanced and diverse mix of financial resources that will enable achievement of the University's strategic vision.

**Student Experience**
We will enrich the student experience through creating intentional co-curricular and curricular programs, which will prepare students to successfully engage in a vibrant, complex, and culturally diverse world.

- Create opportunities for students to explore points of view on different issues and to understand the perspectives of others through civil and informed discourse and debate.
- Instill institutional pride through more visible recognition and celebration of university achievements and traditions.
- Create opportunities for skill development and career exploration through involvement in experiential activities.
- Create avenues to empower students to achieve their best possible wellbeing and cultivate a campus environment in which students can reach their full potential in all facets of their lives, both in and out of the classroom.
- Create opportunities that increase a student’s ability to find their sense of belonging.

**Regional Development and Engagement**
Through regional and community partnerships, we will be a force for the progress and growth of Western North Carolina.

- Be the higher education leader in workforce growth and development in Western North Carolina.
- Serve as lead convener on major issues facing Western North Carolina at both the regional and local levels.
- Become a key regional partner in business retention and expansion.
- Be a state model for regional and community engagement.
- Leverage WCU's expertise in key areas to help other institutions, large employers, and government entities.

**Employee Excellence**
We will continue to attract, retain, and promote outstanding faculty and staff while providing valuable scholarship, leadership, and professional development opportunities.

- Ensure salary and compensation benefits package remains an institutional priority to attract, reward, and retain the highest quality employees.
- Ensure all employees have access to valuable professional development and training opportunities, to support increased capacity and productivity as well as long-term career promotion opportunities.
- Support scholarship and creative activities to foster our mission as a regional comprehensive university.
- Create an environment in which the primary role of faculty as teacher scholar is recognized and valued.
- Create a campus environment that facilitates a healthy lifestyle for employees.
- Contribute to employee recruitment and retention by addressing environmental challenges for employees and their families.