

HONORING OUR PROMISE

2021 STRATEGIC PLAN



ACADEMIC
EXCELLENCE



STUDENT
EXPERIENCE



EMPLOYEE
EXCELLENCE



INCLUSIVE
EXCELLENCE



VISION
ADVANCEMENT



REGIONAL
DEVELOPMENT &
ENGAGEMENT



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 convenor 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.

