

Emory & Henry College

Strategic Plan Draft

March 7, 2008

Executive Summary

Goal 1: Academic Programs

- New General Education Program
- Honors Program
- Quantitative Learning Initiative
- Graduate Programs
- Study Abroad

Goal 2: Leadership and Service

- Institute on Public Policy
- Leadership Fellows Program
- Religious Life Programming
- Global and Cultural Understanding

Goal 3: Assessment and Institutional Effectiveness

- Systematic Planning and Assessment
- Program Review Process

Goal 4: Campus Life

- Enrollment Management Plan
- Summer Orientation for Students
- Academic Support Services
- Faculty and Staff Compensation and Professional Development
- Campus Activities and Outdoor Programming

Goal 5: Technology and Facilities

- Technology Plan
- Campus Master Plan
- Improvements to Byars, Wiley, Athletic Stadium
- Center for the Arts
- Calendar and Facilities Maintenance and Scheduling Process
- Climate Commitment and Environmental Sustainability
- Regional Involvement

Goal 6: Public Relations and Marketing

- Identify College Brand
- Market Brand
- Media Partnerships

Goal 7: Fund-raising and Revenue

- Alumni Giving
- Fund-raising (Major donors, Planned Giving, Corporations, Foundations)
- Endowment Growth
- Campaign for Arts and Stadium
- Comprehensive Campaign
- Revenue from economic and property development and use of facilities
- Cost savings from efficiencies