

# Thriving Through Collaborative Leadership

## The Baldwin Wallace University Strategic Plan 2019-2023

Approved by the Board of Trustees, October 2019

### **Executive Summary**

The Baldwin Wallace University 2019-2023 strategic plan builds on our unwavering mission to prepare our students for their lives ahead. We often reflected upon our mission as the foundation for our thinking. The plan reflects the BW mission across elements of rigorous academic programs, excellence in teaching and learning, and preparing our students for our global society in pursuit of their personal and professional excellence.

It is not difficult to see that student outcomes connected to rigorous learner-centered academic programs must continue to be the foundation for our future. A strong understanding of our student's needs, but also the needs of our industry and community partners, must be aligned so that we prepare students for dynamic and rapidly changing futures.

To promote and advance engagement, mentoring, and inclusion, through innovative and creative integration of the liberal arts in our student's preparation for their future, we are engaged in creating a student experience where every student will participate in leadership experiences that advance our core values throughout the region, nation, and world.

To achieve our collective goals, we must be wholly committed to our industry partners. They will serve as guides to help us develop our academic programs and connect our students' learning with the needs of their near and far-term career and educational endeavors.

### **Mission**

Baldwin Wallace University is an academic community committed to the liberal arts and sciences as the foundation for lifelong learning.

The University fulfills this mission through a rigorous academic program that is characterized by excellence in teaching and learning within a challenging, supportive environment that enhances students' intellectual and spiritual growth.

Baldwin Wallace assists students in their preparation to become contributing, compassionate citizens of an increasingly global society and encourages their pursuit of personal and professional excellence.

### **Strategic Direction**

Baldwin Wallace University will be positioned to be an essential partner in the economic and community development of our region and beyond.

Baldwin Wallace University has been an integral member of the Northeast Ohio community for 174 years. As BW approaches its 175<sup>th</sup> year, we must be an active participant in the community through knowledge development and learning achievement, preparation of our students through both academic and leadership experiences, and through being a vital member of our industry and community partners.

## **Vision Statement**

BW will excel as a leading university committed to the core values of intentional excellence, extraordinary engagement, holistic support, and inclusion focused on student learning, developing leaders, and contributing to vibrant communities.

## **Strategic Priorities**

### **Our commitment to learning**

**1. BW affirms our commitment to student achievement and outcomes, connecting learning in all programs with leading regional and national knowledge and career outcomes.**

- A. BW will excel in academic programs that connect our students through teaching and learning practices that align with regional and national priorities to prepare our students for lives of meaning and achievement.
- B. BW will evaluate our current and potential programs, use market-informed academic planning, and deepen our capacity to support our students and serve the needs of our regional communities.
- C. BW will ensure all students are exceptionally prepared for their future career and life endeavors, graduating with the skills, knowledge, and values necessary for success in their chosen paths.
- D. BW will continue a deep commitment to our diverse community of learners, supported by an engaged faculty and staff, dedicated to promoting student success.

### **Our commitment to leadership**

**2. BW students participate in profound and connected leadership experiences through personal relationships that carry them throughout their lives to connect their learning with the needs of our global community.**

**We ensure that:**

- A. All students will participate in leadership experiences across academics, athletics, student life, and co-curricular programs that unite their collective passions.
- B. All students will engage in the world through their choices of local, national, and global experiences that further develop their leadership skills and enrich their lives and the lives of the communities where they serve.
- C. All students will be mentored throughout their academic journey and build lifelong relationships with the campus, alumni, and external communities.
- D. All students, faculty, and staff will experience a safe and welcoming campus climate that values and advances diversity and inclusion.

### **Our commitment to industry and community partners**

**3. BW is an integral leader in developing workforce strength, organizational capacity, leadership, and service.**

- A. BW will engage with our regional, national, and international community, across our academic and co-curricular programs, to create connections and build our students' and partners' capabilities.
- B. Our academic programs align with the needs of our region to promote building vibrant relationships with our industry and community partners.
- C. BW will excel as an entrepreneurial hub, developing new and innovative practices that contribute to industry and community growth.
- D. BW will partner with the region's educational, cultural, social services, business, and community workforce ecosystem to continue instillation of our core values of diversity, inclusion, and equity.