



UNIVERSITY
of MOBILE

Higher Education for a Higher Purpose

***Many Partners--One Mission
Strategic Plan 2019-2029
Core Values and Initiatives***

Core Value 1: Strengthen the *Christ-Centered* Focus of the University

Initiatives

- 1.1 Cultivate a strengthened conviction among the faculty and staff to the University's Statement of Christian Affirmation
- 1.2 Intensify the integration of Christian Intellectual Tradition throughout the academic disciplines
- 1.3 Broaden opportunities to share the Christ-centered story of University of Mobile
- 1.4 Foster and enhance the partnership with the Alabama Baptist State Board of Missions, the Southern Baptist Convention, and Christian institutions as well as the Baptist churches
- 1.5 Advance Christ-centered racial reconciliation throughout the University and in partnership with the community

**Core Value 2: Promote a *Student-Devoted* Atmosphere
Throughout the University**

Initiatives

- 2.1 Develop environments for residential and commuter students to cultivate a Christ-centered learning community
- 2.2 Increase the number of meaningful student-life activities that promote service to the University and community
- 2.3 Provide enhanced opportunities for mentoring and fellowship among faculty, staff, and students

- 2.4 Expand the services of the Student Success Center to provide additional counseling services, student support activities, health services, registration services, and tutoring services to foster greater retention and graduation rates as well as more robust student support
- 2.5 Establish a collaborative process between the Student Government Association (SGA) and the President's Office

Core Value 3: Deliver a *Distinctively-Driven* Process for the University

Initiatives

- 3.1 Implement a business and human resources model that ensures the long-term financial stability of the University
- 3.2 Develop a concierge business model to support the enhanced delivery of excellent customer service
- 3.3 Establish an enrollment strategy that allows for increased enrollment while improving the academic profile of first year students
- 3.4 Establish a process to effectively guide students and parents through the Financial Aid process
- 3.5 Establish a strategic plan for the effective delivery of information technology (IT) services
- 3.6 Broaden the reach in sharing the stories and successes of the University
- 3.7 Broaden the University's donor base through strategic initiatives involving organizational structure, annual giving, alumni relations, planned giving, major gifts, and outreach events
- 3.8 Enhance the organizational structure and programs of the Office for Student and Campus Life to foster opportunities for intentional spiritual growth and socialization
- 3.9 Evaluate athletic programs in regards to facility needs, competitive advantages, and spiritual and academic development of student athletes
- 3.10 Maintain accreditation with SACSCOC as well as discipline-specific agencies

Core Value 4: Provide an *Academically-Focused* Environment within the University

Initiatives

- 4.1 Develop new graduate and undergraduate academic programs that support the University's mission, serve the market needs of the community, and increase enrollment
- 4.2 Promote current academic pedagogy and technology throughout all disciplines
- 4.3. Enhance the presence of the Christian intellectual tradition in courses throughout all disciplines of the University
- 4.4 Broaden academic opportunities through enhanced missions, study abroad, and global partnership programs

- 4.5. Increase the number of internships and experiential learning opportunities for undergraduate students
- 4.6. Develop improved models of student advising and mentoring

Note: An Excel document is also available as a working document to record time frames, desired outcomes, actual outcomes, and use of results for improvements.