

## Lynchburg College Strategic Plan

**Strategic Direction 1: Lynchburg College will transform students through a process of personal, intellectual, ethical, and professional growth that is**

- grounded in the liberal arts
- directed toward a life of understanding, learning, commitment, and action
- committed to personal accountability
- complemented by opportunities to pursue educational programs leading to professional careers
- intended as preparation for life in an increasingly diverse and interdependent world

To achieve this goal, we will employ

- an integrated and purposeful curriculum
- a student culture that fosters intellectual independence and social responsibility
- committed and innovative faculty and staff
- engaged alumni who contribute to the educational experience

### **I. Integrated and Purposeful Curriculum**

Lynchburg College will improve existing curricula and develop new curricula that will help students understand and articulate the value of the liberal arts, that will foster student understanding of the process of intellectual inquiry, and will ensure that students graduate with all of the tools they need to live full and satisfying lives.

#### Strategic Priorities:

- A. revise existing General Education program or create new program to ensure congruence with American Association of Colleges & Universities “Essential Learning Outcomes”
- B. integrate the unique Lynchburg College Symposium Readings Program more fully into the curriculum to augment reading, writing, and speaking skills, and to engage students in discussion of the great issues
- C. create comprehensive global opportunities for LC students, with a target of 100% graduates having participated in international travel and study or multiple courses with international content
- D. maintain curriculum vitality by exploring and implementing appropriate new undergraduate and graduate degree programs
- E. increase academic and intellectual rigor in all academic programs
- F. explore and implement ways in which our curriculum can be more intentional about the moral and ethical dimensions of life
- G. provide support services that enhance students’ academic success

---

## II. A Formative Student Culture

Lynchburg College will create a campus culture that values academic excellence, that cultivates personal and active engagement in learning, that extends learning beyond the classroom through integrated co-curricular and curricular activities, and that involves students in appropriate co-curricular activities that enhance the total college experience and that promote health and wellness.

### Strategic Priorities:

- A. heighten engagement with and enthusiasm for learning through intentional experiential learning activities that merge academics with real-life applications
- B. strengthen Westover Honors Program
- C. continue to explore and implement other types of learning communities
- D. enhance the campus experience of student athletes and spectators through a high quality, successful Division III athletic program
- E. increase the diversity (in its many forms) of the campus community
- F. build campus spirit through opportunities, including athletics and campus organizations, that fully engage students in the life of the Lynchburg College community
- G. integrate the Claytor Nature Study Center into the educational experience of all LC students
- H. continue to recruit and retain academically qualified students with the will to succeed and contribute to a highly engaged learning community

## III. Committed and Innovative Faculty and Staff

Lynchburg College will provide a strong faculty, comprised of scholars who are committed to student learning and who continually improve their instructional strategies and teaching techniques.

### Strategic Priorities

- A. implement an on-going program of faculty and staff development activities
- B. increase coordination across administrative units to streamline service delivery
- C. work to realign faculty course loads to provide increased opportunities for faculty-student engagement
- D. consider alternative faculty teaching loads that enable faculty to increase commitment to experiential learning, including service learning, study abroad, field experiences, and student-faculty research

E. to increase the quantity and quality of faculty scholarship, particularly faculty-student research, to the degree possible while complementing the primary importance and the realities of faculty course loads

**Strategic Direction 2: Lynchburg College will provide resources and support structures for its educational mission that are**

- appropriate to an array of teaching, learning, and living outcomes
- adaptable to innovations in teaching and changing circumstances in higher education
- extensive enough to support excellence in all our undertakings
- well-established and largely independent of economic and demographic fluctuations
- employed to make the College more affordable while becoming less dependent on tuition income

To achieve this goal, we will

- increase financial resources
- construct, upgrade and maintain campus facilities appropriate to our programs and mission
- increase the involvement of alumni in the life of the college
- maintain a strong enrollment that grows incrementally
- promote Lynchburg College to a variety of constituencies

**IV. Increase financial resources**

Lynchburg College will become more efficient in the use of existing financial resources and will work to restrain the rate of growth in the costs of attending the College. The College will identify and attract new sources of revenue, while maintaining past sources of support.

Strategic Priorities:

- A. plan and execute a significant and successful capital campaign to support both endowment and facility needs identified in this Strategic Plan and in the Campus Facilities Master Plan
- B. identify and implement investment policies that provide maximum opportunities to enhance the value of the endowment
- C. continue to slow the pace of rising tuition and fees through cost containment
- D. maintain desired enrollment to support the College's financial goals
- E. identify additional sources of revenue consistent with the College's mission

## **V. Campus facilities that support the College's mission**

Lynchburg College will continue to develop its physical campus to provide a beautiful setting, with attractive and modern mission-driven facilities that are an asset to recruiting and to the educational environment, that are energy efficient, and that embody appropriate and up-to-date technologies.

### Strategic Priorities:

- A. prioritize new construction identified in the Campus Facilities Master Plan (CFMP) and for support secured within the capital campaign
- B. complete a campus energy audit and develop a plan to minimize energy use and contain energy costs
- C. create greenways and walkways to make the campus more pedestrian and friendly as envisioned in the CFMP.
- D. maintain a technology infrastructure that ensures adequate and appropriate support for all academic and administrative services

## **VI. Increase alumni participation in the life of the College**

Lynchburg College will work to build enthusiasm and commitment among our alumni for today's LC, to make our alumni aware of the nature and strength of the College as it exists today, and to involve our alumni fully in the life of the College.

### Strategic Priorities:

- A. continue to implement the recommendations of the Blue Ribbon Panel
- B. effectively market LC to the Lynchburg College Alumni Online community

## **VII. Promote Lynchburg College effectively to all appropriate constituencies**

Lynchburg College will effectively market its outstanding educational program to prospective students and their parents, to alumni, to current and potential donors, known and unknown, and to raise the profile of the College throughout the region.

### Strategic Priorities:

- A. market the benefits and the opportunities available through Lynchburg College to prospective students and their parents
- B. inform LC faculty, staff, and students of core College marketing messages to ensure consistent communication
- C. promote the LC experience to targeted constituency groups with print & electronic media
- D. increase the use of technology (such as streaming video) so that a broader audience may experience campus events such as athletic contests, as well as lectures and performances