



UNIVERSITY  
*of* MOBILE

*Higher Education for a Higher Purpose*

## ***The 2020's - A Decade of Purpose*** **2020-2029 Strategic Plan**

### **Mission and Vision**

The 2020-2029 University of Mobile Strategic Plan reflects the belief that all stakeholders of the University of Mobile play a vital role in fulfilling a purpose as expressed in the institution's mission statement. The University of Mobile is a Christ-centered academic community providing liberal arts and professional programs to renew minds through intellectual and spiritual development for the fulfilling of one's professional calling. The University is committed to being a premier Christ-centered academic community providing comprehensive liberal arts and professional programs to distinctively transform the world.

### **Core Values**

Four core values inform all aspects of University of Mobile's administrative, academic, and support functions:

1. Christ-Centered. This represents the **Principles** of the University.
2. Student-Devoted. This represents the **People** of the University.
3. Distinctively-Driven. This represents the **Processes** of the University.
4. Academically-Focused. This represents the **Product** of the University.

### **Biblical Worldview**

The Biblical worldview of University of Mobile is based on three primary Scriptures. These scriptures provide the framework by which the mission and vision of the University is achieved in and through the lives of our students.

Proverbs 9:10 – *"The fear of the Lord is the beginning of wisdom ..."* This describes our calling **to Him**.

Genesis 1:26 – *"Then God said, Let Us make in Our image, according to Our likeness; ..."* This describes who we are **in Him**.

Romans 12:2 – *"And do not be conformed to this world, but be transformed by the renewing of your mind, that you may provide what is that good and acceptable and perfect will of God."* This describes our transformation **by Him**.

## **Strategic Plan:**

The goal of ***The 2020's – A Decade of Purpose*** strategic plan is to fulfill the calling of a University seeking to operate as a Christ-Centered academic community. This purpose will be achieved through the implementation of four broad strategic goals. These goals are drawn directly from University of Mobile core values. These goals will be accomplished through 26 specific and measurable strategic initiatives. The long-range planning as well as the day-to-day operations of every administrative, academic, and support unit of University of Mobile will be guided by the strategic plan.

## **Strategic Initiatives:**

### **1. Strengthen the Christ-Centered Focus of the University.**

- 1.1** Cultivate a strengthened conviction among the administration, faculty, and staff for the University's Statement of Christian Affirmation.
- 1.2** Intensify the integration of intellectual Christian tradition throughout the academic disciplines.
- 1.3** Broaden opportunities to communicate the Christ-Centered story of University of Mobile.
- 1.4** Foster and enhance the partnership with the Alabama Baptist State Board of Mission, the Southern Baptist Convention, and Christian institutions as well as the Baptist churches.
- 1.5** Advance Christ-centered relationships throughout the University and in partnership with the community.
- 1.6** Enhance the organizational structure and programs of the Office for Student and Campus Life to foster opportunities for intentional student spiritual growth and socialization.

### **2. Promote a Student-Devoted Atmosphere Throughout the University**

- 2.1** Foster productive academic, spiritual, professional, and social relationships across campus.
- 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.

### **3. Deliver a Distinctively-Driven Process for the University**

- 3.1** Implement a business and human resources model that ensures the long-term financial stability of the university.
- 3.2** Develop a 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 and supporting student achievement goals.
- 3.4** Establish a process to effectively guide students and parents through the Financial aid process.
- 3.5** Establish a 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** Evaluate athletic programs is regards to facility needs.
- 3.9** Maintain accreditation with SACSCOC as well as discipline-specific agencies.

### **4. Expand the Academically-Focused Environment within the University**

- 4.1** Develop new graduate and undergraduate academic programs that support the University mission, serve the market needs of the community, and increase enrollment.
- 4.2** Promote current academic pedagogy and technology throughout all disciplines.
- 4.3** Broaden academic opportunities through enhanced missions, study abroad, and global partnership programs.
- 4.4** Increase the number of internships and experiential learning opportunities for undergraduate students.
- 4.5** Develop strategies to improve student achievement.
- 4.6** Promote academic and professional excellence among faculty and students.
- 4.7** Preserve the academic integrity of our programs.