



**BREVARD COLLEGE  
STRATEGIC PLAN  
2008-2013**

*Approved by the Board of Trustees – October 2007*

The following strategic plan at Brevard College begins with the conscious and deliberate reaffirmation of the current institutional mission statement.

### MISSION

*Cognosce ut prosis.*

Learn in order to serve.

Brevard College is a baccalaureate, residential, church-affiliated institution situated in the Southern Appalachian mountains. Offering an education in theoretical and applied liberal arts, Brevard engages and challenges students in integrating knowledge and practical experience. The programs and opportunities of the College provide graduates the foundation for further formal study, meaningful vocations, responsible citizenship, and lifelong personal and professional development.

Brevard College carries out this mission through the following distinguishing commitments:

1. nurturing the personal and holistic development of each student—intellectually, spiritually, physically, emotionally, socially, and vocationally—within a diverse and mutually respectful community;
2. providing the resources to sustain academic excellence in both the general education program and the major disciplines;
3. helping students to discern connections across disciplines and cultivating creative, critical, and synthesizing habits of thought;
4. exposing all students to issues in ecological awareness and the practice of environmental stewardship;
5. offering a cross-section of leadership and service opportunities that enable students to move successfully from the microcosm of the campus into the macrocosm of their future communities;
6. enhancing critical appreciation of the fine and performing arts among students and within the community by maintaining the college's outstanding traditions in these areas;
7. practicing good institutional citizenship by valuing the resources of the Appalachian region and sharing the college's resources with its surrounding community;
8. building upon the college's heritage as an institution founded by the United Methodist Church, honoring inclusive values and commitments of the Christian intellectual tradition in dialogue with other faiths and worldviews.

To achieve this mission, the College will focus on the following six Commitments during the next five years, 2008-2013. Commitments 1-3 address overarching priorities and are designed to define, permeate, and enrich the educational experience and thereby transform the college culture. Commitments 4-6 include operational priorities that deal with specific things the College must do in the next five years to ensure institutional stability, sustainability, and prosperity. The Commitments are numbered for convenience. No one is more important than another. They are interrelated and all must be achieved if we are to be successful.

## COMMITMENTS

### Commitment 1

The College commits to develop an understanding of “service” and infuse it into all aspects of the college community. To that end, the College will:

Initiatives:

- 1.1 Develop an inclusive and functional concept of service.
- 1.2 Develop plans to integrate and infuse this concept into the campus community.
- 1.3 Develop plans, based on this concept, to enhance service opportunities between the surrounding community and the College.

### Commitment 2

Seeking to fulfill our mission to nurture the personal and holistic development of our students, Brevard College commits to enhancing opportunities for engagement in the campus community. To that end, the College will:

Initiatives:

- 2.1 Develop, expand and augment new and existing curricular and co-curricular opportunities and strategies that enhance engagement.
- 2.2 Provide focused faculty and staff training on ways of interacting with and engaging students.
- 2.3 Develop and improve interior and exterior gathering spaces that foster communal interaction and dialogue.

**Commitment 3**

Seeking to fulfill the mission to expose all students to issues in ecological awareness and the practice of environmental stewardship, Brevard College commits to the continued development of an environmentally sustainable campus. To that end, the College will:

Initiatives:

- 3.1 Develop a comprehensive understanding of “environmental stewardship.”
- 3.2 Infuse this comprehensive understanding into all aspects of the College community.
- 3.3 Develop a plan to actively and continuously monitor and reduce the environmental footprint of the College.

**Commitment 4**

Brevard College commits to securing the resources necessary to achieve financial strength and implement the strategic plan. To that end, the College will:

Initiatives

- 4.1 Develop and implement a retention and recruitment plan in support of enrollment growth to 850 students.
- 4.2 Develop an integrated plan for fundraising which will support the unrestricted, capital and endowment needs of the college.
- 4.3 Develop and implement an internal and external marketing plan.

**Commitment 5**

The success of the College in achieving its mission depends largely on the invaluable contributions of a qualified and dedicated faculty and staff. Therefore the College commits to enhancing faculty and staff support. To that end, the College will:

Initiatives:

- 5.1 Increase faculty and staff compensation to reach competitive levels with peer institutions and regional markets.
- 5.2 Provide increased support to enable faculty and staff to meet their responsibilities more effectively and efficiently.
- 5.3 Implement a systematic program for faculty and staff evaluation and recognition.

**Commitment #6**

To facilitate the achievement of the college mission and the strategic plan, the College commits to maintain, improve, and develop its facilities, physical environment, and infrastructure. To that end, the College will:

Initiatives:

- 6.1. Develop Maintenance, Improvement, and Master Plans for campus facilities and grounds.
- 6.2. Continue to develop and implement an integrated campus safety and security plan.
- 6.3. Continue to develop and implement a long-range technology plan to meet the ongoing needs of the campus.