



Messiah University Strategic Plan

Proposed title **University Rising: The Strategic Plan for 2021-2024**

Proposed introduction to the strategic plan to include:

- “For such a time as this” – university rising – coming into its own
- A time of great challenge – demographics, civic unrest and division, declining population of those who identify a Christian, attend church, etc....economic difficulties in the US (unemployment, etc...), global pandemic
- A time of great opportunity to deliver a Christ-centered education to diverse* groups of students and prepare them for lives of service, leadership and reconciliation; to build on our educational strengths due to excellent employees and students; to increase our financial profiles; to establish a reputation outside of Pennsylvania and the mid-Atlantic region

**define diversity*

Proposed metaphor will build on the president’s State of the University addresses in 2019 and 2020, use the tree metaphor to explain our trajectory:

Roots: Christ-centered, biblical foundations, liberal and applied arts and sciences

Trunk: Learning for life (across life stages)

Branches: UG residential, UG remote/online, Graduate, Certificates, Dual enrollment/Messiah Academy/Summer camps

Buds/Flowers: New areas of knowledge, ways of serving

Proposed vision statement

As a leading comprehensive university, Messiah will expand its influence as an institution of educational excellence committed to Christ-centered learning for life where students are mentored toward deeper intellect, personal integrity and mature faith expressed in love of God and neighbor.