



## 2012-2017 Strategic Plan

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Rooted in the Catholic tradition and the BVM Core Values, Clarke University will be a vibrant, relevant and collaborative environment that creates career- and life-ready graduates who positively impact the organizations and communities in which they work and live.

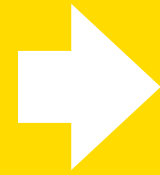
APPROVED BY THE BOARD OF TRUSTEES ON MAY 11, 2012

# Clarke University 2012-2017 Strategic Plan

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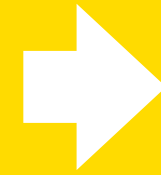
## STRENGTHENING THE CORE

Steps that create the infrastructure that makes the plan achievable



## ACTION STEPS

Key steps leading to achievement of major objectives



## MAJOR INITIATIVES

Main projects that serve to achieve the overall plan objectives



## MAIN OBJECTIVES

BUILD ON EXISTING STRENGTHS TO INCREASE ENROLLMENT OVER THE NEXT FIVE YEARS BY . . .

Develop a resource alignment plan that ties budgeting and reallocations to strategic initiatives

Develop university-wide measurement indicators that are regularly and transparently communicated to all internal constituents

Centralize and increase community partnerships and learning experiences

Create a technology plan, focused on enhancing end-user effectiveness, that supports learning and administrative goals

Develop process to enhance campus-wide scheduling and internal communication/collaboration

- Redesign general education curriculum
- Create an ongoing process to be market-savvy in reviewing and modifying the array of undergraduate and graduate offerings
- Implement a student leadership development program
- Infuse experiential learning into majors

- Develop new majors geared toward student-athletes
- Partner with Senior High School for athletic facility use
- Expand track and cross country programs
- Add varsity lacrosse
- Prepare for varsity football

- Integrate collection of outcomes data and anecdotal evidence
- Intentionally display vibrancy on campus and tell the Clarke story throughout internal and external spaces
- Target at least one market outside Dubuque for recruiting and alumni engagement

- Create summer programs for students in grades 7-12
- Increase athletic training clinical space
- Offer new undergraduate majors that capitalize on the science facility
- Expand art offerings to foster community partnerships
- Renovate space in Catherine Byrne Hall to support program needs

### Design a convergence program

That creates a signature student experience integrating the liberal arts, general education, experiential coursework, global experiences, co-curricular offerings and the BVM Core Values

### Add facilities to support growth in athletics

Including creation of a new competition venue, larger weight room, and support spaces

### Articulate our impact

To expand our proficiency in telling outcomes and distinctively positioning the university

### Complete a new science facility

Designed to foster modern teaching and learning of science

Creating new offerings that prepare students to be both career and life ready

Generating vibrancy and spirit on campus through athletics expansion

Bringing the Clarke story to life

Capitalizing on the momentum in art and the sciences