Washington College Strategic Map: 2023-2027

Draft
03/09/23

Be a Catalyst for an Inclusive, Innovative Liberal Arts Education

	A	B	C	D	E
	Ensure Academic Excellence	**Deliver a Transformative Student Experience Tied to Future Success**	**Invest in, Attract, and Retain Outstanding Faculty and Staff**	**Expand Recognition of Washington College**	**Build Financial Strength and Operational Sustainability**
F	**Foster a Diverse, Equitable, Inclusive College Community**				
G	**Implement a Sustainability Plan Tied to Climate Change**				
1	Be a Leader in Providing Distinctive Experiential Learning and Career Development for Every Student		Establish Competitive Benefits and Compensation	Establish Consistent Strategic Messages that Increase Awareness	Increase Full-Time Enrollment to Meet Financial Goals
2	Equip Our Students with the Skills and Knowledge for Responsible Civic Engagement	Enhance a Lived Student Experience that Highlights Health, Wellness, and Belonging	Foster a Culture of Work/Life Balance	Implement and Evaluate a Marketing Plan to Enhance Recruitment	Spur Investment to Fuel Strategic Priorities and Grow Endowment
3	Drive Curricular Innovation that Meets Student Needs & Differentiates the College	Provide Curricular and Co-Curricular Student Leadership Development	Diversify Faculty and Staff	Strengthen Alumni Engagement and Affiliation	Develop Alternative Revenue Streams
4	Align Learning Experiences in the Centers of Excellence with Curriculum and Co-Curriculum	Strengthen Relationships with the Town, County, and Region	Provide Resources to Enhance Professional Development and Career Growth	Develop a Culture of Proud Brand Ambassadorship	Refresh and Renew the Physical Campuses
5	Deploy Innovative Pedagogies and Technologies	Sustain an Exceptional and Thriving Athletic Program	Empower Faculty and Staff through Shared Governance		Improve Data Collection and Reporting
6	Support Faculty and Student Research and Creative Work	Support a Vibrant Campus Life and Culture to Make WC a Fun Place			Streamline Financial Processes and Procedures
7					Improve Accessibility across Campus