Mission

Mary Baldwin empowers leaders to pursue lives of purpose in a changing world.

Vision

Mary Baldwin University will be an innovative national model for transforming inclusive leaders to create value and meaningful change.
2020-2021 University Goals

① Support and sustain our mission and community (students, faculty, staff, alumni and partners) as MBU navigates the COVID-19 pandemic and advances our commitment to racial and social justice.

② Re-Envision MBU post-pandemic and update MBU 2025, drawing upon our foresight and entrepreneurial spirit.

③ Build upon our capacity to deliver blended/hybrid education as a university signature.

④ Become the university that can meet these goals by advancing organizational effectiveness to operationalize our strengths and create synergies.