



## 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.

# 2021-22 University Goals

① **Align our university mission of empowering inclusive leaders to serve the rapidly evolving needs and students and alumni. Continue to increase enrollment toward our goal of 2500 students by 2025.**

- a. Reposition and grow MBU Online.
- b. Design and implement a purposeful pathway of curricular and co-curricular residential experiences.
- c. Create a multi-faceted, robust career services portfolio and network of partners to support students and alumni across all programs.
- d. Successfully launch the DNP and ensure the ongoing enrollment in and programmatic excellence of the founding MDCHS programs.

② **Create a university culture in which diversity, equity and inclusion are central to our shared mission.**

- a. Through the leadership of the Chief Diversity Officer, institute systems that support inclusive excellence and engender shared accountability.
- b. Sustain a diverse, inclusive, and equitable academic community.
- c. Expand the engagement and resources of the Office of Inclusive Excellence to prepare students to live and serve in a changing world.

**③ Achieve the MBU Empowers campaign target of \$25 million and commit to a more ambitious goal of raising \$50M in the next two years.**

- a. Realign campaign priorities to support evolving student and university needs.
- b. Raise \$7.25M, with \$2M in unrestricted funds received.

**④ Significantly enhance our capacity and organizational effectiveness as a data-driven, technology-enabled hybrid university.**

- a. Implement the new CDP (centralized data platform) to minimize data silos and improve analysis of key performance indicators monitored through a comprehensive weekly dashboard.
- b. Completely redesign marybaldwin.edu.
- c. Ensure the security, quality, and governance of our technology and data infrastructure.
- d. Improve the efficiency of key processes throughout the university.
- e. Streamline our work with technology to improve the student and alumni experience.

**⑤ Demonstrate our commitment to community.**

- a. Support the ongoing health and well-being of MBU faculty, staff, and students.
- b. Heighten internal communication through shared transparency and collaboration.
- c. Cultivate amplified regional and national communication

strategies about our success and mission.

- d. Achieve our financial goals.
- e. Establish multi-year goals to improve compensation.
- f. Deepen connectivity to our alumni and become their “university for life.”

**⑥ Establish a network of new partners and allies in advancing our mission and goals and revitalize ongoing partnerships.**

- a. Determine a set of reciprocal benefits and measures of success for MBU and our collaborators.
- b. Inventory and evaluate our existing partnerships.
- c. Forge at least five new partnerships.