

# BartonBold

A Strategic Plan for 2016-2020

## Our Mission

Barton College is committed to providing programs and opportunities to encourage the intellectual, spiritual, social, and cultural development of its students and to challenge them for future leadership and service to their local and global communities.

The Barton plan deepens the College's commitment to students while increasing growth in a measured and sustainable way. It expands programs and services that promote the student learning experience.

### Theme 1

## Exceptional Academics

### STRATEGIC OBJECTIVES:

#### ACADEMIC EXCELLENCE

Build an academic culture to improve teaching and learning

#### ACADEMIC PROGRAM GROWTH

Incorporate curricula and develop programs to improve learning

#### FACULTY AND STAFF DEVELOPMENT

Invest in professional development for employees

### Theme 2

## Vibrant Campus

### STRATEGIC OBJECTIVES:

#### STUDENT DEVELOPMENT

Improve student support systems

#### STUDENT RETENTION

Increase retention over current levels

#### HIGH-IMPACT PRACTICES

Prepare students to solve real-world problems

#### EMOTIONAL INTELLIGENCE

Develop persistence and self-awareness

### Theme 3

## Accelerated Growth

### STRATEGIC OBJECTIVES:

#### ENROLLMENT PRACTICES

Increase the number of new undergraduate and graduate students

#### ATHLETIC PROGRAMS

Invest in new and enhanced sports programs

#### NON-TRADITIONAL PROGRAMMING

Expand online, summer, and non-traditional programs

#### INCREASED VISIBILITY

Strengthen the College's brand and influence

### Theme 4

## Robust Infrastructure

### STRATEGIC OBJECTIVES:

#### MAINTENANCE AND IMPROVEMENTS

Improve the quality of the learning environment

#### TECHNOLOGY INFRASTRUCTURE

Develop more robust technological systems

#### CAPITAL PROJECTS

Invest in new and enhanced facilities

### Theme 5

## Healthy Finances

### STRATEGIC OBJECTIVES:

#### AFFORDABILITY

Reduce costs for students

#### COMPENSATION

Improve pay and benefits to faculty and staff

#### FUNDRAISING

Increase unrestricted gifts

#### FISCAL HEALTH

Improve and sustain financial systems and fiscal health

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BE BOLD FOR BARTON