



Southwest Baptist  
UNIVERSITY

# BELONG. DISCOVER. SERVE. EXCEL.

2023 - 2028 Strategic Plan



Cultivate a community where people **BELONG**.

Because Jesus is at the center of who we are, we must cultivate a caring community where his welcome is experienced. By focusing on institutional culture, we will renew the strong bonds of belonging that fuel the achievement of our students, faculty, and staff.

1. Enhance SBU's Christ-centered culture to attract and retain students, faculty, and staff of diverse backgrounds and interests.
2. Develop value-adding experiences and activities on all campuses.
3. Strengthen Bolivar campus culture through comprehensive, high-quality programming for student-athletes.



Ready students to **SERVE**.

Because we launch servant leaders into a global society, we must ready students for the challenges that lie ahead. By investing in intentional leadership development, co-curricular programming, new partnerships, and service opportunities, we will prepare students with the skills and character they need to serve.

1. Equip students with a vision and skills for servant leadership in the home, church, and world.
2. Provide opportunities for students to serve the community alongside faculty, staff, and other leaders.
3. Promote mutually beneficial relationships with churches, organizations, and corporations, domestically and internationally.



Advance intellectual **DISCOVERY** and vocational readiness.

Because we are an academic institution preparing students for all of life, we must advance programs that fuel discovery. By refining our offerings and developing market-informed programming we will help students discover truth, goodness, and beauty and shape their vocational ambitions.

1. Promote student discovery through market-informed, relevant academic programs.
2. Support students in program selection, persistence, and completion.
3. Enhance student readiness for the marketplace.



Equip SBU to **EXCEL**.

Because we are on the cusp of our 150th anniversary, we must equip SBU for a rapidly changing future. By modernizing our processes and infrastructure, deepening our connections to alumni and donors, and investing in our faculty and staff, we will do the hard work of ensuring that SBU is positioned to excel.

1. Create a premier workplace through holistic development and support.
2. Implement efficient and effective stewardship of institutional resources.
3. Forge a culture of transformational giving.