



# SHAPING OUR STORY *together*

## STRATEGIC PLAN 2019-2028

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### MISSION

Southwest Baptist University is a Christ-centered, caring, academic community preparing students to be servant leaders in a global society.

### VISION

Southwest Baptist University will be the exemplar Christian university, providing a transformative and holistic educational experience.

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Southwest Baptist  
UNIVERSITY

## University Goals

Through the knowledge, wisdom, understanding, compassion, and creativity inspired by the Word of God, we are committed to achieving our vision through the following goals:

1. Ensure all students have the opportunity to hear, experience, and respond to the Gospel of Christ.
2. Cultivate the development of students to articulate and defend the Gospel of Christ.
3. Cultivate the holistic development of students intellectually, socially, physically, and spiritually.
4. Nurture lifelong, engaged Bearcats who influence families, churches, communities, professions, and politics worldwide for the Kingdom.
5. Enhance the employee experience so that they enjoy their work and contribute to SBU's mission.
6. Create a culture of shared knowledge, evaluation, improvement, and excellence in all areas.
7. Support faculty to demonstrate relevant, creative, engaging, and effective pedagogies that seamlessly reflect faith and discipline.
8. Enhance market responsiveness by establishing strategic, global relationships, creating effective internal structures and processes, and responding to market-informed needs to develop mission-aligned academic programs.
9. Demonstrate wisdom and integrity in stewardship of people, programs, time, opportunities, fiscal resources, and facilities.
10. Utilize thoughtful planning and processes that support institutional sustainability, efficiency, and effectiveness, for today and in the future.

### Bookmarks

University goals inspired the unit goals. In combination, these goals provide a roadmap for fulfilling the vision. Overlapping yet distinct themes are “bookmarks” in the unfolding story of SBU. They are: engage, equip, grow, and steward.



# Engage

An engaging community fosters collaboration on our campuses, in our communities, and across the globe. Students fulfill the SBU mission as they engage intellectually, spiritually, socially, and physically. Employees are eager to contribute to student growth by building a culture of excellence. Alumni and University friends participate in events celebrating SBU's mission and history and contribute resources for achieving the SBU vision.

## UNIT GOALS:

- Enhance the experience and engagement of employees to contribute to a culture of excellence
- Maintain and grow current and accurate alumni information within our database
- Establish Southwest Baptist University as our alumni's "Charity of Choice"
- Strengthen and develop partnerships across campus
- Develop student-athletes to be leaders, who contribute to the holistic experience of SBU students
- Develop and cultivate a culture of holistic health and wellness for students throughout all campus communities (Luke 2:52)
- Identify collaborative opportunities to transform into realities



# Equip

All members of the SBU family are equipped in their roles. Within the context of a Christian worldview, students study, perform, and compete in a variety of settings. Employees are supported in their growth and rewarded for their accomplishments. Faculty demonstrate relevant, engaging teaching methods to seamlessly reflect faith and discipline. Through a collective pursuit of improvement, we fulfill the dreams of students and families for a Christian higher education.

## UNIT GOALS:

- Academic Faculty and Staff are equipped and rewarded
- Equip employees to steward University resources
- Promote and nurture a culture of shared knowledge, evaluation, improvement, and excellence in all Student Development areas
- SBU teams compete with excellence
- Develop faculty and staff into evaluators who employ assessment to improve toward excellence
- Assist students and families in fulfilling their dreams of higher education





# Grow

All aspects of the SBU community challenge students to grow in knowledge, wisdom, and their relationship with Christ. SBU matures culturally through an international emphasis. Students come to SBU from around the world, and students travel globally. They spread the Gospel, engage in service opportunities, and learn through international education. SBU supports employees in their growth as professionals and enhances academic support services to meet student needs. Growth is also evident through strategic expansion to sustain our mission today and in the future.

## UNIT GOALS:

- Enhance and develop holistic academic support services to meet the needs of today's student
- Enhance the market awareness of Southwest Baptist University
- Increase ethnic and cultural diversity for Southwest Baptist University
- Provide margin for growth necessary to enhance the mission of Southwest Baptist University
- Foster a cohesive effort in sharing the Gospel and providing opportunities for students to mature in their spiritual pilgrimage
- Offer diverse programming through a Christian worldview designed to engage and encourage students to live, learn, grow, lead, and serve



# Steward

SBU has substantial yet limited resources to achieve our vision. As a result, our stewardship of resources demonstrates wisdom, integrity, and creativity. Physical resources provide a safe and enjoyable environment for living, learning, and working. Programs and processes contribute to the strategic management of University resources and opportunities. The SBU community is eager and equipped to steward resources appropriately. Through collaboration and teamwork, we achieve a balance between efficiency and effectiveness to fulfill our mission and vision.

## UNIT GOALS:

- Ensure academic programs and delivery methods are market appropriate and responsive
- Ensure the University's physical presence provides an effective and efficient living, learning and working environment
- Ensure University programs and processes contribute to the strategic management of University resources and opportunities
- Nurture Lifelong, Engaged Bearcats
- Steward the resources of the Department of Athletics through collaboration and teamwork
- Offer a secure and safe environment for students to live, learn, and experience
- Create and maintain trustworthy data

## CORE VALUES

In fulfilling the University's mission and vision through its strategic planning process, Southwest Baptist University is committed to upholding the following core values grounded in Scripture, guided particularly by I Corinthians 13, to prepare servant-leaders for a global society:

- **Christian Distinctiveness (1 Peter 2:9)**

Southwest Baptist University is Christ-centered. From its inception, and continuing today, the University is a distinctively Christian and Baptist institution supporting a Christian worldview. Led by the Spirit, following the example of Jesus Christ, the University family seeks to demonstrate commitment to love, mercy, and grace.

- **Baptist Heritage (1 Kings 8:57; 2 Timothy 1:14)**

Southwest Baptist University's academic foundations are built on historical Baptist traditions beginning with the Southwest Missouri Baptist Association and continuing today with the Missouri Baptist Convention. This heritage acknowledges God as the ultimate source of all knowledge and truth. It is committed to scholarly endeavor, under God, seeking a proper balance between academic freedom and academic responsibility.

- **Compassion and Care for SBU Family (Romans 12:9-10)**

Southwest Baptist University is a caring community. Scripture teaches that all individuals are worthy in the eyes of God. Therefore, we will honor and serve one another in love.

- **Academic Excellence (Romans 12:2; Colossians 3:23)**

Southwest Baptist University is an academic community. The University pursues excellence in teaching, scholarship and service. Students are prepared to meet the challenges of a global society through the integration of Christian faith, liberal arts, research, and professional studies. The University recognizes that academic excellence is achieved through continuously striving for improvement.

- **Social and Spiritual Development (Colossians 2:6-7)**

Southwest Baptist University encourages the social and spiritual development of the University family. Students, faculty, and staff are provided intentional opportunities to grow spiritually, intellectually, and emotionally through exposure and response to the needs of the larger community.

- **Personal Wellness (Genesis 1:27; 1 Corinthians 6:19-20)**

Southwest Baptist University recognizes the body as the temple of the Holy Spirit. Therefore, the University will offer opportunities for education and activities which promote personal wellness.



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