Westmont College
Strategic Map: 2008-2010

Create the Platform for Westmont to Reach the “Next Level”

Clarify Westmont Vision and Strengthen Its Distinctiveness

- Clarify Vision and Distinctiveness: Evangelical, Diversity and Liberal Arts
- Create Unified Messages to Communicate Vision and Distinctiveness
- Foster Deeper Understanding and Living of Westmont Mission and Distinctiveness
- Implement Unified, Mission-Driven Representation Externally
- Define “Next Level” Based on Westmont Mission and Distinctiveness
- Develop & Implement Benchmarks and Indicators for Mission and Distinctiveness

Strengthen Program Quality and Integration

- Clarify Future Program Leadership Roles and Secure Key People
- Continue to Strengthen Focus on Undergraduate Student Learning
- Conduct Mission-Based Program Review
- Allocate Resources to Strengthen and Sustain Program Quality
- Enhance Cross-Department Communication and Cooperation
- Increase Diversity in All College Sectors to Further the Mission

Enhance Westmont’s National Profile

- Attract, Cultivate and Retain Faculty of Prominence
- Strengthen Student Recruitment and Retention
- Engage in Key Visible, National Conversations
- Strengthen External Marketing and Positioning
- Sustain and Develop Faculty and Students for Increased External Representation
- Develop Enabling Resources to be Affordable and Competitive

Secure Required Financial Resources

- Secure Key Advancement Leadership
- Establish Mission-Based Funding Priorities
- Establish Fundraising Goals and Timetable
- Develop and Implement Plans to Achieve Funding Goals
- Engage the College Community in Achieving Fundraising Goals

Build and Renew Essential Infrastructure

- Complete Phase 1 Construction, Prioritized Renovation and Maintenance
- Manage Construction to Minimize Program Disruption
- Close Technology Gaps and Build “Next Level” Capability
- Develop Integrated Housing Plan and Begin Implementation
- Review Faculty and Staff Levels in Light of the Mission and Vision

Clarity Decision Making and Secure Appropriate Involvement and Resources

Strengthen Communication with Appropriate Transparency and Accountability

Strengthen and Sustain Westmont as a Christ-Centered Community of Lifelong Learners

Increase Support for Students, Faculty, and Staff