

Westmont College Strategic Map: 2017-2021

*“Westmont College is an **undergraduate, residential, Christian, liberal arts** community serving God’s kingdom by cultivating thoughtful scholars, grateful servants and faithful leaders for **global** engagement with the academy, church and world.”*

**Strengthen Westmont’s
Capacity to Increase Student
Access and Foster
Lifelong Success**

A

B

C

D

E

Strengthen Educational Excellence Through Innovation

Prepare Students and Alumni for a Life of Impact

Achieve Targeted Enrollment Growth

Increase Financial Strength and Sustainability

Increase Resilience and Adaptability

1

Develop New and Enhance Current Academic and Co-Curricular Programs

Cultivate Ongoing Implementation of Student Vision for Calling and Career

Grow Campus and Global Enrollment to 1450 Students

Create and Implement a Sustainable Financial Model

Develop and Implement Robust Institutional Response to Covid-19

2

Strengthen Curricular and Co-Curricular Collaboration

Build, Sharpen, and Streamline Student Success Initiatives

Reach New Markets with New Programs and New Sites

Implement Comprehensive Campaign

Implement Process to Regularly Review and Allocate Resources

3

Hire and Retain Diverse Faculty

Strengthen Christian Faith Formation for a Mature Personal and Public Life

Bolster Recruitment and Retention Strategies

Increase Annual Giving

Adapt Physical and Technology Infrastructure

4

Enhance Intellectual Engagement and Motivation Campus-wide

Nourish a Sense of Belonging for Students of Color

Develop and Implement Ongoing Strategic Marketing

Grow Net Tuition Revenue

Hire and Retain Diverse Staff

5

Cultivate High-Impact Learning and Scholarship

Expand and Deepen Alumni Engagement

Build a Volunteer Network of Engaged Alums, Parents, and Friends

Grow Non-Tuition Revenue

Engage & Respond Appropriately to Mission-Critical Cultural Realities and Legislation

F

Increase Diversity and Global Engagement Across the College

G

Nourish the Commitment, Culture, and Skills to Thrive as a Diverse Community

H

Enrich Our Life with God