Imagine a university committed to igniting the passions of its students.

Imagine a university relentless in its pursuit of engaging the hearts, minds and souls of its students so that they may lead meaningful lives and careers.

Imagine a regional, comprehensive university embracing its rural setting to advance the quality of life and partnerships with surrounding communities.

Imagine a university bringing to life relevant and practical experience to uncover real world solutions.

Imagine a faith-inspired university committed to spiritual values, human welfare, and social justice.

Imagine Southeast Iowa’s preeminent educational leader and resource for the region – Iowa’s first, oldest, and most historic coeducational university.

This is Iowa Wesleyan University.
Dear Friends:

Welcome to Iowa Wesleyan University! The pages that follow outline Wesleyan | 2020: Igniting Our Passions, the University’s new strategic plan. This plan was adopted by the Board of Trustees on September 24, 2015, and charts the course for the University from 2015 to 2020. The strategic plan was 15 months in the making and was inspired by a collaborative process that included over 900 people and 30 stakeholder groups.

This plan was guided by an ambitious and passionate vision for Iowa Wesleyan to be the preeminent educational leader and resource as the regional, comprehensive university for Southeast Iowa and beyond. The faculty, staff, students, trustees, business and education leaders, elected officials, friends and donors who participated in this historic process collectively cheered and championed this new, bold vision. What resulted was the Board of Trustees’ unanimous action to return Iowa Wesleyan to its historic name – and to a new call to action: Igniting Our Passions!

What does this mean? Iowa Wesleyan University is a transformational learning community. It is a university with heart. It will continue to significantly impact and touch the lives of those who work and learn here, as it has done for nearly two centuries. Iowa Wesleyan is a university of the church, proudly related to the United Methodist Church where Christian values are honored and all are welcome. Iowa Wesleyan University will serve our region in new and robust ways. It will offer degree and certificate programs relevant to the needs of the region. It will offer an expansive array of online, undergraduate, graduate and adult programs to meet the aspirations of all learners throughout the region and beyond. It will serve as the leader and convener on issues of regional, national and international significance. This is our new call to action and it is a public declaration of our place as Southeast Iowa’s preeminent regional, comprehensive university.

The Strategic Themes in the plan that follows focus on Academic Innovation and Student Success; Mission and Brand Identity; Facilities; and Technology. We look forward with great anticipation to our work with you in the years ahead to accomplish these ambitions. LET US BEGIN AND IGNITE OUR PASSIONS!

Steven E. Titus
President

Don C. Wiley
Chairman, Board of Trustees
Our Mission
Iowa Wesleyan University is a transformational learning community whose passion is to educate, empower and inspire students to lead meaningful lives and careers.

Our Vision
Iowa Wesleyan will be the preeminent educational leader and resource for Southeast Iowa as its regional, comprehensive university offering an engaging student experience in relevant undergraduate and graduate programs in the liberal arts and professions.

Our Setting
Iowa Wesleyan University is a historic, faith-inspired, four-year university situated in the rolling rural hills and agricultural economy of Southeast Iowa. Established in 1842, it is the first and oldest co-educational institution in Iowa. Iowa Wesleyan is committed to the liberal arts and to the professions. It is grounded in practical and adaptive learning so that real world challenges can be met with real world solutions. The University today provides undergraduate, adult, online and graduate education and promotes endeavors that advance Southeast Iowa and beyond.

Our Values
Learning & Community: We value a love of learning, a desire for civility, and the release of human potential for the sake of the common good.

Faith & Service: We honor spiritual values, social justice, and the welfare of the human community through civic engagement and service to one another.

Discovery & Action: We value the discovery of the self, the other, the broader world, and responsible action in response to those discoveries.

Courage & Passion: We value learning in community and appreciate that these endeavors require bold risk-taking; and we value and celebrate that these endeavors are fueled by the passions, desires and aspirations of our members.
1. Academic Innovation & Student Success

Build on our innovative heritage to expand our undergraduate, online, adult and graduate program offerings; invest in faculty development to empower creative and innovative teaching and learning; cultivate multidisciplinary and collaborative learning environments; and design an engaged student-centered learning experience so that all students may achieve their highest aspirations.

2. Mission & Brand Identity

Design an Iowa Wesleyan experience that attracts well qualified undergraduate, adult and graduate students; where its rural and agricultural setting is embraced and enhanced; where its academic reputation and profile are heightened; and where its mission to educate, empower and inspire students is fully realized.

3. Facilities

Modernize Iowa Wesleyan’s picturesque campus through proactive planning and funding and focus on the development of inspiring learning, living, wellness and fitness facilities.

4. Technology

Build a university-wide infrastructure that fosters the integration of technology to support social media, multiple devices, collaborative and active learning environments, and a culture of data-driven assessment and accountability.
Academic Innovation & Student Success

Goal 1  Innovative and Relevant Programs: Establish innovative programs and majors and modes of delivery so that an Iowa Wesleyan education is relevant to the needs of the student and the region.

Goal 2  Signature Programs: Identify signature academic and co-curricular programs as points of distinction that enhance the academic reputation and profile of the university.

Goal 3  Student Success and Engagement: Commit to an engaged student experience and to the success of all of our students.

Goal 4  Faculty Development: Engage faculty aspirations for excellence in teaching and learning.

Goal 5  Partnerships: Develop mutually beneficial strategic partnerships.

Goal 6  Academic Enhancement: Strengthen natural science programs, technologies, facilities and equipment to enhance general education and respond to emerging fields in STEM.
Mission & Brand Identity

Goal 7  Enrollment: Recruit and retain a diverse student body of undergraduate, transfer, and adult and graduate students who represent the state, regional and international demographic landscape.

Goal 8  Identity: Increase our visibility and claim our identity as a faith-inspired regional, comprehensive university committed to preparing and equipping students for success in life and career through the liberal arts and professions.

Goal 9  Institutional Sustainability: Invest in and optimize the financial and human resources to ensure the perpetual well-being of the university.

Facilities

Goal 10  Master Plan: Engage a campus master planning process.

Goal 11  Athletics, Wellness and Fitness: Foster community and support faculty, staff, and student wellness; enhance student recruitment, retention and engagement; and invest in intercollegiate athletics.

Technology

Goal 12  Technology Culture: Adopt a technology culture that is flexible, innovative and integrative.

Goal 13  Instructional Technology: Upgrade, enhance and innovate instructional technology.
Theme One

Academic Innovation & Student Success

STRATEGY: Build on our innovative heritage, expand our undergraduate, online, adult and graduate program offerings; invest in faculty development to empower creative and innovative teaching and learning; cultivate multidisciplinary and collaborative learning environments; and design an engaged student-centered learning experience so that all students may achieve their highest aspirations.
Innovative and Relevant Programs:
Establish innovative programs and majors and modes of delivery so that an Iowa Wesleyan education is relevant to the needs of the student and the region.

Initiative 1.1  Add new or expand undergraduate, online, and graduate programs and majors to meet the demands of students and the region and to respond to emerging and high demand career fields.

Initiative 1.2  Partner with business, industry and non-profits for expanded internship experiences.
The world is our campus
Signature Programs:

Identify signature academic and co-curricular programs as points of distinction that enhance the academic reputation and profile of the university.

Initiative 2.1  Business and Entrepreneurship

Initiative 2.2  Teacher Education

Initiative 2.3  Nursing
Student Success and Engagement:
Commit to an engaged student experience and to the success of all of our students.

Initiative 3.1 Establish a new and dynamic Student Development Program focused on student learning and outcomes.

Initiative 3.2 Establish a center for student success.

Initiative 3.3 Improve retention and graduation rates.

Initiative 3.4 Develop enrollment and retention early-warning system for at-risk students.
Faculty Development:
Engage faculty aspirations for excellence in teaching and learning.

Initiative 4.1 Establish a new center for faculty development committed to innovative teaching and learning.

Initiative 4.2 Ensure fair and equitable salaries and workloads.

Initiative 4.3 Develop a new faculty orientation and mentoring program.

Initiative 4.4 Develop an adjunct faculty orientation and mentoring program.

Initiative 4.5 Develop and enhance ongoing student advising training and support.
Partnerships:
Develop mutually beneficial strategic partnerships.

Initiative 5.1 Create advisory councils and expand roles of community and business partners in academic program review and development.

Initiative 5.2 Partner with K-12 school districts to create preferred pathways to Iowa Wesleyan.

Initiative 5.3 Develop and foster reciprocal and strategic partnerships with educational institutions, industry and organizations in the region.
Transformational
learning communities
Academic Enhancement:
Strengthen natural science programs, technologies, facilities and equipment to enhance general education and respond to emerging fields in STEM.
Theme Two

Mission & Brand Identity

**STRATEGY:** Design an Iowa Wesleyan experience that attracts well qualified undergraduate, adult and graduate students; where its rural and agricultural setting is embraced and enhanced; where its academic reputation and profile are heightened; and where its mission to educate, empower and inspire students is fully realized.
Enrollment:
Recruit and retain a diverse student body of undergraduate, transfer, and adult and graduate students who represent the state, regional and international demographic landscape.

Initiative 7.1  Increase and sustain undergraduate, residential enrollment.

Initiative 7.2  Increase and sustain adult and graduate enrollment.

Initiative 7.3  Expand international student recruitment markets and enrollment.

Initiative 7.4  Establish effective support structures and services for international students.
Faith inspired university related to the United Methodist Church
Identity:

Increase our visibility and claim our identity as a faith-inspired regional, comprehensive university committed to preparing and empowering students for success in life and career through the liberal arts and professions.

Initiative 8.1 Position the university as a primary “convener” of the region.

Initiative 8.2 Establish a center that fosters rural innovation, leadership, development and entrepreneurship.

Initiative 8.3 Establish a center for leadership that houses Service Learning & Civic Engagement, Career Development & Internships, and Campus Ministry offices and position these areas as “signature” programs (See Goal 2).
Institutional Sustainability:
Invest in and optimize the financial and human resources to ensure the perpetual well-being of the university.

Initiative 9.1 Improve internal business procedures, systems and financial reporting.

Initiative 9.2 Establish a bona fide development program to increase growth in philanthropic investment through new gifts and grants.

Initiative 9.3 Optimize financial and human resources.

Initiative 9.4 Strategically invest in marketing, advertising, and brand awareness campaigns.
STRATEGY: Modernize Iowa Wesleyan’s picturesque campus through proactive planning and funding, focusing on the development of safe and inspiring learning, living, wellness and fitness facilities.
Master Plan:
Engage a campus master planning process.

Initiative 10.1  Establish priorities, budgets and funding sources for facility maintenance and enhancements.

Initiative 10.2  Launch a campus master planning process for responsible and well-planned long-range development of the campus and new facilities.
Athletics, Wellness and Fitness:
Foster community and support faculty, staff, and student wellness; enhance student recruitment, retention and engagement; and invest in intercollegiate athletics.

Initiative 11.1 Build a new wellness, fitness and athletics center.
STRATEGY: Build a university-wide infrastructure that fosters the integration of technology to support social media, multiple devices, collaborative and active learning environments, and a culture of data-driven assessment and accountability.
Technology Culture:
Adopt a technology culture that is flexible, innovative, and integrative.

Initiative 12.1  Develop a technology upgrade and recapitalization plan to update hardware, software and Web applications.

Initiative 12.2  Expand wireless capacity and availability to meet the demands of the campus community and to provide a more consistent user experience.

Initiative 12.3  Transition to become a Google university to optimize administrative and instructional technology integration.

Initiative 12.4  Establish a technology resource center to provide student, faculty and staff technological support and training.
Instructional Technology:
Upgrade, enhance and innovate instructional technology.

Initiative 13.1 Establish Smart Classrooms to enhance the modern teaching and learning experience.
comprehensive university
Regional comprehensive university for Southeast Iowa
Commission on the Future of Wesleyan: The Strategic Planning Process

Over the past 15 months, Iowa Wesleyan University has engaged the University’s stakeholders in a strategic planning process to create a shared vision for the future of the institution. The collaborative planning approach used data to inform dialogue and decisions, identified University priorities, created a compelling vision and set goals, identified the financial impact of decisions, and created action plans and metrics necessary for implementation and evaluation for the next five years.

Phase One began in June 2014 with the appointment of two co-chairs and a Planning Commission to lead the Commission on the Future of Wesleyan. The co-chairs and the Commission met with a consultant, Dr. Pat Sanaghan, to receive training for the data gathering sessions with stakeholders. In Phase Two, over 900 persons, representing various stakeholders within and outside the University, were engaged in structured activities aimed at gathering input on the strengths, weaknesses, threats and opportunities before the University over the next five years. Phase Three synthesized the data and developed the strategic themes that would guide the plan from 2015-2020. Phase Four refined and confirmed the preferred vision for the future of the University. Phase Five involved putting the vision into action through the development of specific goals that were achievable and measurable. The draft strategic plan was presented to the Board of Trustees on May 8, 2015, for discussion and engagement. The summer months of 2015 were used to refine and finalize the plan. Wesleyan | 2020: Igniting Our Passions was presented to the Board of Trustees with 4 strategic themes, 13 goals, and 36 initiatives and measurable metrics for achieving the goals. On September 24, 2015, the Iowa Wesleyan University Board of Trustees unanimously adopted the plan.
### COMMISSION MEMBERS

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### Logistics Team

- Holly Frary
- Traci Bender

*A special note of thanks to Dr. Pat Sanaghan for his partnership and expert guidance throughout this process – and beyond.*
imagine
implement
invest