

# STRATEGIC PLANNING

## GOALS AND OBJECTIVES

2013-2022

BERRY COLLEGE

### PREPARATION AND PRACTICE

---



**I. Berry College will graduate students who are “life ready,” prepared to be agents of improvement through the integration of rigorous academic learning with meaningful applied learning experiences and a heart for service.**

1. Increase the number of times each student reflects deliberately on what it means to be “life ready.”
2. Ensure that students graduate having completed powerful learning experiences.
3. Upgrade and expand teaching, research, arts and field-experience facilities.
4. Implement new major and minor programs that incorporate powerful learning experiences.
5. Articulate the “liberal arts advantage” as delivered through Berry’s distinctive mission and education approach of the “head, heart and hands.”
6. Ensure that graduate programs advance the institutional mission and priorities and provide opportunities for exceptional teaching and learning.
7. Foster an entrepreneurial mindset in a liberal arts context.
8. Strengthen the nation’s premier work experience program.
9. Establish the Integrity in Leadership Center to serve as a bridge between academic preparation and applied learning experiences.
10. Deepen opportunities for study and involvement in Christian faith, principles and service, while nurturing an understanding of other faith traditions.
11. Integrate technology into the residential liberal arts experience to enhance learning.



## II. Berry will affirm its enduring commitment to provide access to a high-quality, affordable education for students from diverse backgrounds.

1. Ensure financial aid options that minimize student loan debt.
2. Increase the number of students, faculty and staff from diverse backgrounds to enhance the campus culture and curriculum.
3. Establish Berry as a regional “institution of choice” for Hispanic students.
4. Develop and use international partnerships to attract students for short- and long-term enrollments.

---

## PRACTICE AND PLACE

---



## III. Berry will leverage its extended campus as the context for providing powerful learning experiences.

1. Establish field research sites in support of the “One Health” program and programs in the sciences and environmental studies.
2. Develop a multifaceted sustainability focus on both the core residential and extended campuses.
3. Develop the “Berry Farm” as a model of sustainable practice.
4. Sustain Berry’s enduring commitment to the beauty and heritage of the campus as a means of inspiring the heart and cultivating community, and improve high-impact aesthetic areas.



## IV. Berry will foster a purposeful community where residents (students, faculty and staff) commit to improving the place where they live, work and serve.

1. Promote **responsibility** as the defining culture of the residential living-learning community.
2. Foster deep relationships and points of connection among students by creating attractive campus venues.
3. Build a culture in which intercollegiate athletics invigorates the residential experience.
4. Expand the campus wellness program.
5. Foster significant relationships and points of connection between students and other age groups.



## **V. Berry will achieve greater visibility for its targeted educational, recreational and cultural activities.**

1. Promote Berry's distinctive heritage and the historical sites on and near campus.
2. Expand the number of opportunities that create visibility consistent with the vision for Berry.
3. Develop summer residential programs that promote special learning opportunities and optimize use of campus facilities for faculty-student engagement.
4. Expand summer course offerings in areas of high demand and in areas of the college that operate year round.
5. Develop advanced opportunities (executive or continuing credit) on campus, with emphasis on the Atlanta, Birmingham, Chattanooga triangle.

## **PRACTICE AND PARTNERSHIPS**

---



## **VI. Berry will partner with local and global communities to provide appropriate contexts for powerful learning experiences.**

1. Expand the number of work and community service partnerships.
2. Launch the South Rome education initiative.
3. Strengthen and extend educational and service initiatives in local and global sites.
4. Collaborate with the Rome/Floyd County Vision 2020 plan to promote economic development, cultural enrichment and community service.