

BERRY COLLEGE STRATEGIC PLAN

FAITHFUL TO OUR ROOTS | BOLD FOR TOMORROW



IT IS AN EXCITING MOMENT as we launch Berry's strategic plan and carry the work of our founder forward, strengthening and refining what makes us distinctively Berry College.

We are well-positioned to equip the next generation of graduates. While many of the tensions of education today are not new, sustaining the college's momentum will require an intentional approach to leveraging the distinct educational model Berry offers. As we chart a course for the future, we are committed to building on our enduring mission and collective strengths to raise the college's national profile, establishing long-term relevance and impact.

DISTINCTIVELY BERRY

In the span of three decades, Martha Berry built an educational movement from a single classroom. However, the pace and scale of her progress were not fueled by comparison but by strong conviction. She knew what she was offering young people was different and worthy of notice. As we approach the 125th anniversary of Berry's founding, her example challenges us to pursue the same purpose and rigor, seeking not to glorify ourselves but to empower everyone who passes through the Gate of Opportunity.

Today, students and their futures are still the heart of Berry. What is most distinctive about this education model, however, is that it cannot simply be measured by academic achievement. Rather, students at Berry are encouraged to chart and reflect upon their holistic formation and flourishing.

FIVE STRENGTHS. FIVE ASPIRATIONS.

Together, the college leadership has identified five core differentiators of a Berry education that represent many of its strengths and are clear expressions of the mission. To advance these five distinctive qualities, we will champion five strategic priority areas designed to guide sustained excellence, provide structure for decision-making and drive meaningful growth and development for the future.

*We educate the **head, heart and hands** –
to inspire leaders of integrity who cultivate
thriving communities.*

A STEADFAST COMMITMENT TO ACCESS

1. ACCESS, AFFORDABILITY
AND VISIBILITY

A RELATIONAL CAPACITY FOR TRUE INTEGRATED STUDENT DEVELOPMENT

2. CHARACTER, LEADERSHIP
AND COMMUNITY IMPACT

SIGNATURE LEARNING EXPERIENCES FOR A PURPOSEFUL LIFE

3. HANDS-ON LEARNING AND
GRADUATE PREPAREDNESS

A COMMUNITY OF INQUIRY

4. FACULTY AND STUDENT
RESEARCH

THE WORLD'S LARGEST CLASSROOM

5. STEWARDSHIP OF LAND
AND PLACE

STRATEGIC PRIORITIES AND GOALS

1. ACCESS, AFFORDABILITY AND VISIBILITY

- **Goal 1.1:** Promote access and affordability leading to the recruitment and retention of best-fit students.
- **Goal 1.2:** Build brand reputation and awareness.
- **Goal 1.3:** Raise our profile in NCAA Division III Athletic.
- **Goal 1.4:** Position the campus as a key driver of visibility and engagement by strengthening the visitor experience.

2. CHARACTER, LEADERSHIP AND COMMUNITY IMPACT

- **Goal 2.1:** Implement a distinctive mentorship model for character and leadership development rooted in the Berry mission.
- **Goal 2.2:** Deepen Berry's community engagement efforts to benefit local partners and student learning.
- **Goal 2.3:** Nurture a vibrant spiritual and religious community by enhancing opportunities for worship, formation and pastoral care.

3. HANDS-ON LEARNING AND GRADUATE PREPAREDNESS

- **Goal 3.1:** Expand student participation in Signature Learning Experiences, such as faculty-mentored research, high-level LifeWorks positions, study abroad/away, internships, community engagement and other substantive projects.
- **Goal 3.2:** Fully integrate LifeWorks as Berry's distinctive mode of hands-on learning.
- **Goal 3.3:** Expand missionally-aligned international education, study abroad and study away opportunities.
- **Goal 3.4:** Demonstrate strong career readiness of graduates.

4. FACULTY AND STUDENT RESEARCH

- **Goal 4.1:** Establish a new center for faculty-mentored research to support student and faculty scholarly collaboration.
- **Goal 4.2:** Increase support for faculty research, strengthening the community of scholars on campus.
- **Goal 4.3:** Establish new endowed professorships with dual commitment to scholarly preeminence and partnership with undergraduate researchers.

5. STEWARDSHIP OF LAND AND PLACE

- **Goal 5.1:** Position Berry as a setting for meaningful inquiry by increasing the number of academic gatherings and scholarly residencies that deepen collaboration among students, faculty and external partners, drawing on the distinctiveness of Berry's campus.
- **Goal 5.2:** Be a model of land management, combining exemplary operational management and academic programs functioning in partnership.
- **Goal 5.3:** Improve campus facilities: Develop new 10-year master plan.

