WILLIAM CAREY UNIVERSITY
INSTITUTIONAL PLAN, 2014-2015

Mission Statement

As a Christian university which embraces its Baptist heritage and namesake, William Carey University provides quality educational programs, within a caring Christian academic community, which challenge the individual student to excel in scholarship, leadership, and service in a diverse global society.

<table>
<thead>
<tr>
<th>GOAL 1</th>
<th>GOAL 2</th>
<th>GOAL 3</th>
<th>GOAL 4</th>
<th>GOAL 5</th>
<th>GOAL 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide academic programs to promote student learning</td>
<td>Promote Christian development and social responsibility</td>
<td>Serve Baptist churches, associations, and conventions</td>
<td>Provide an environment that supports student learning</td>
<td>Strengthen organizational and operational effectiveness</td>
<td>Strengthen financial resources</td>
</tr>
</tbody>
</table>

### STRATEGIES

1. **Provide academic programs to promote student learning**
   - 1.1 Utilize the assessment of student learning to improve academic programs
   - 1.2 Provide qualified faculty
   - 1.3 Provide and facilitate the use of instructional technology and learning resources in the library and across the University.
   - 1.4 Utilize the Center for the Study of the Life and Work of William Carey to promote student learning
   - 1.5 Continue all activities related to accreditation
   - 1.6 Identify and implement new academic programs that support the mission of the University

2. **Promote Christian development and social responsibility**
   - 2.1 Provide Christian mission opportunities
   - 2.2 Provide service opportunities
   - 2.3 Provide opportunities for Christian growth
   - 2.4 Provide leadership development opportunities
   - 2.5 Continue all activities related to accreditation

3. **Serve Baptist churches, associations, and conventions**
   - 3.1 Provide information, materials, and other resources for the benefit of Baptist ministers and entities
   - 3.2 Provide learning opportunities for Baptist ministers
   - 3.3 Prepare future church and denominational leaders
   - 3.4 Provide leadership development opportunities
   - 3.5 Continue all activities related to accreditation

4. **Provide an environment that supports student learning**
   - 4.1 Enhance campus security
   - 4.2 Upgrade University facilities
   - 4.3 Enhance student retention
   - 4.4 Enhance recreational and residential education programs
   - 4.5 Promote student organizations

5. **Strengthen organizational and operational effectiveness**
   - 5.1 Maintain accountability in budget process
   - 5.2 Continually improve and revise as needed the organizational structure
   - 5.3 Document Institutional Effectiveness programs annually
   - 5.4 Maintain the communication and information technology plan
   - 5.5 Continue Green Campus operations

6. **Strengthen financial resources**
   - 6.1 Conduct the annual giving campaign
   - 6.2 Increase the University endowment corpus
   - 6.3 Increase grant writing activities
   - 6.4 Seek external funding for the continued development of the University
   - 6.5 Continue to seek external funding for the development of the College of Osteopathic Medicine

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Institutional Effectiveness and Planning