

# STRATEGIC PLAN 2025

An Intentional Era of Opportunity



KANSAS  
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The 2022-25 KWU Strategic Plan was developed in coordination with numerous groups, including trustees, students, faculty, staff, alumni, supporters and community members. In excess of 100 individuals were directly involved in the formation of this roadmap for the next five years in the life of Kansas Wesleyan.



## **Vision:**

KWU's purpose-driven education and experiences empower students and communities to create meaningful change toward transforming our world.



## **Values:**

The core values of faith, inclusivity, accessibility and civility are foundations of KWU. They will guide how we fulfill our mission, how we treat each other and how we engage with communities.



# KWU'S POWER OF AND COMPREHENSIVE CAMPAIGN

## Strategic Plan Alignment

### Holistic Academics:

Create, through relevant, high-quality learning experiences and skills development, well-rounded lifelong learners prepared to face opportunities as well as challenges within our world.

Demonstrated in the Power of AND Campaign through:

- Renovation of Sams Chapel
- Annual Athletics and Fine Arts Support



### Coyote Experience:

Provide meaningful opportunities for growth and transformation through diverse learning experiences, community relationships, active campus life and intentional support structures that engage on-campus and community resources.

Demonstrated in the Power of AND Campaign through:

- Dining Facility Upgrades
- Annual Athletics and Fine Arts Support



### Integration:

Integrate our Holistic Academics and the Coyote Experience to achieve a fully interconnected, unified culture that is intently centered on environmental responsibility, spiritual development, community support and engagement, and diversity, equity and inclusion.

Demonstrated in the Power of AND Campaign through:

- Academic Services
- Community Resilience Hub

### Stewardship:

KWU fulfills its mission by sustaining financial strength, pursuing multiple revenue sources, embracing enrollment and facilities growth and managing costs.

Demonstrated in the Power of AND Campaign through:

- Renovation of Sams Chapel
- Dining Facility Upgrades
- KWU Endowment
- Annual Operations
- Annual Scholarships
- Other Special Projects





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