

Muhlenberg College Strategic Planning Goals

revision: December 8, 2009

Vision Statement (Ultimate Goal)

During the second decade of the twenty-first century, Muhlenberg College will strengthen its competitive position among our nation's leading private residential liberal arts colleges. We will increasingly become a school of choice for highly talented students by asserting national leadership in selected liberal arts and pre-professional fields, increasing ethnic, religious, and socio-economic diversity within our close-knit campus community, providing adequate financial aid for our students, setting a new standard for enabling our graduates to identify and realize their post-graduate goals, and securing our standing as a well-managed, financially strong private college.

Strategic Goals

1. Strengthen the academic program through targeted investments in faculty, staff, and facilities that build on existing strengths and capitalize on promising curricular and co-curricular opportunities to make Muhlenberg more appealing to the most talented prospective students. In doing so, we will re-deploy resources, leverage resources through the judicious use of technology, and collaborate with partner institutions to provide our students with a rich array of educational opportunities both during and after their time at Muhlenberg.
2. Strengthen our culture of engaged teaching and learning that emphasizes the development of analytical skills and intellectual ability, as well as the integration of knowledge. This will require continued investment in experiential learning (internships, study abroad, service learning, student research) and in faculty development (pedagogical strategies, research), and ongoing curriculum renewal (general education, majors, and minors).
3. Explore more effective ways of preparing Muhlenberg students for lives of leadership and service by strengthening links among academic departments, co-curricular programs and Career Services, exploring additional articulation agreements with other high-quality educational institutions, creative uses of existing break periods, and researching accelerated degree programs for qualified students. Focus especially on the senior year as a culminating experience that stimulates reflection and integration of knowledge, and that prepares our graduates to achieve their post-graduate goals.
4. Strengthen Muhlenberg's recruiting efforts in its traditional feeder areas while exploring ways to expand and diversify its pool of potential students.
5. Focus on the maintenance and further development of the campus to reduce resource costs and improve sustainability.
6. Significantly strengthen the financial position of the College through careful management of debt, superior investment performance, endowment growth, successful expansion of fundraising efforts, and the development of stronger relationships with stakeholders. Aggressively examine ways to make more effective use of facilities during summers and other periods to maximize revenue and raise the College's profile with prospective students.