



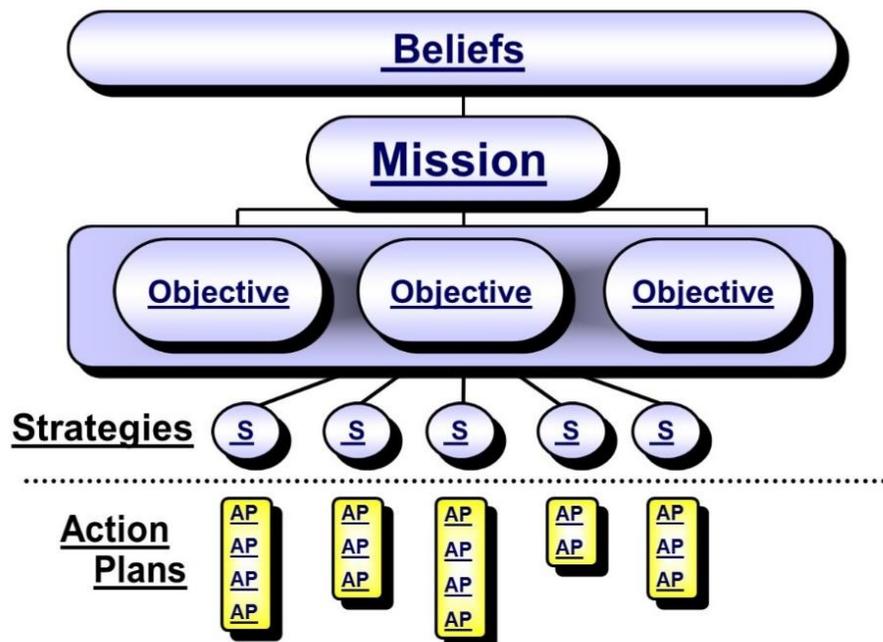
Central Baptist College Strategic Plan June 2017

Strategic Plan Overview

Max DePree says, "It is important to remember that we cannot become what we need to be by remaining what we are."¹ While the mission of Central Baptist College will and must remain, the means by which we achieve the mission must alter as new challenges approach. In an attempt to be prudent while humbly trusting God, the strategic plan below outlines how the college will grow and improve in the next 3-5 years.

Model for Strategic Plan

In 2014, Dr. Lindsay Gunn facilitated a two-day strategic planning training for the Strategic Planning Team. Dr. Gunn used the diagram below to illustrate the priorities of a strategic plan. The college has since used this as a model to form the current strategic plan.



Beliefs

Central Baptist College adheres to the beliefs and values of the [Baptist Missionary Association of America doctrinal statement](#).

¹ Max DePree, *Leadership is an Art* (New York: Van Nostrand Reinhold, 1978).

Mission

Central Baptist College is committed to transforming lives through education that integrates Christian faith and academic excellence in a Christ-centered environment.

The following purposes were established to achieve the institution's mission:

- 1.) To create an environment that fosters understanding, appreciation and love for God's word.*
- 2.) To create a campus community that supports students and faculty in the acquisition of knowledge.*
- 3.) To create excellent programs of study that challenge students and provide practical experience in the chosen discipline.*
- 4.) To create an understanding among faculty and students of the need for lifelong learning.*
- 5.) To create opportunities for spiritual growth and service to God.*

Objectives

Objectives are an uncompromising commitment to achieve specific measurable, observable or demonstrable results that exceed the present capability. The objectives below were adopted in February 2015.

- 1.) Students will excel in an appropriate course of academic study.*
- 2.) Students will grow in Christian maturity each year.*
- 3.) Students will be equipped for a life of productivity and service.*

Strategies

Strategies are bold resolutions that dedicate the organization's resources and energies toward the continuous creation of systems to achieve the extraordinary as expressed in the mission. The strategies below were adopted in February 2015.

- 1.) Academic: We will pursue academic excellence through relevant and distinctive programs and methods.*
- 2.) Faculty/Staff: We will recruit, retain and develop mission-driven team members.*
- 3.) Student Services: We will provide holistic student development opportunities to transform lives.*
- 4.) Finances: We will optimize net tuition, fees, enrollment and operating costs, including salaries, for the long-term financial sustainability of the college.*
- 5.) Passion: We will create a culture of unrelenting passion where people know they are valued and supported individually and spiritually through exceptional service.*

Action Plans & Steps

Action Plans are statements of what the institution desires to achieve over a given period of time. Each action plan must directly support at least one strategic objective.

Action steps determine the steps needed to achieve each action plan. Action steps define what needs to be accomplished, who should be responsible, what the timeline should be.

The following action plans were proposed by the Strategic Planning Team in December 2016 and refined in the spring 2017 semester by the Executive Leadership Team. The action steps can be viewed by clicking on the corresponding action plan.

I. Academics

1. [Define and measure academic excellence and faith-learning integration.](#)
2. [Develop a curriculum plan based on market occupation need and analysis.](#)
3. [Promote academic excellence through enhanced learning experiences such as study abroad, visiting professors, instructional technology, meaningful internships, and community collaboration.](#)
4. [Develop a foundational program for remedial education needs.](#)
5. [Implement and maintain a comprehensive academic assessment plan for departments, programs, and personnel.](#)

II. Faculty & Staff

1. [Begin to establish a competitive salary and benefit structure for faculty.](#)
2. [Begin to establish a competitive salary and benefit structure for staff.](#)
3. [Offer industry standard professional development and training.](#)
4. [Promote meaningful relationships among faculty and staff at all levels.](#)

III. Student Services

1. [Assess the need for a PACE academic and career advising center.](#)
2. [Take ownership in the responsibility to help graduates find a meaningful career.](#)
3. [Develop the spiritual life of students through a Christian service program.](#)
4. [Enhance campus safety to reduce opportunities for harm or disturbance.](#)
5. [Improve the student athlete experience.](#)

IV. Finances

1. [Create and maintain an annual 20% cash reserve.](#)
2. [Develop new revenue models.](#)

V. Passion

1. [Improve Customer Delight for campus constituencies.](#)
2. [Cultivate alumni connections in order to enhance alumni giving.](#)
3. [Enhance development activities with multiple college constituencies.](#)
4. [Refine the CBC brand.](#)

Conclusion

The success of the college greatly relies on the working of the Lord and the faithful obedience of the administration, faculty, and staff. This responsibility is both challenging and humbling. The strategic plan will guide Central Baptist College to become what it needs to be to face the challenges ahead.