



Compass Point #4

MISSION FULFILLMENT THROUGH OPERATIONAL EFFICIENCY AND RESOURCE UTILIZATION

Objectives

- 1 Develop a collaborative operational and financial strategy for the next three years that integrates enrollment, student life, and academic strategic plans. This will be supported by new operating strategies, capital and leased space development programs, and the integration of the Facilities Conditions Assessment.
- 2 Create a comprehensive campus development plan that re-imagines the campus in support of the Strategic Compass. The comprehensive plan will make efficient and effective use of physical spaces on campus, establish the manner in which the university will provide innovative and progressive services to our students, faculty, staff, and alumni, and include crucial renewal and replacement programs.
- 3 Develop a campus master plan and a strategic technology master plan to support campus operations and expand satellite and virtual academic sites.
- 4 Utilize a process improvement model to evaluate each administrative service department in order to establish current best practices for university-wide service support.
- 5 Through the coordination of business planning, business processes, and performance monitoring, implement institution-wide change initiatives and efficiencies that identify cost-savings opportunities and redesign business practices and management structures to maximize efficiency and effectiveness.
- 6 Develop an entrepreneurial university business model that will make it more agile in a changing market, providing greater resource opportunities to become financially sustainable while enhancing and expanding its ability to provide quality education.



THE STRATEGIC COMPASS

...for an Even Better Tomorrow



The Georgian Court community has crafted **The GCU Strategic Compass . . . for an Even Better Tomorrow**, a plan that will direct our efforts to fulfill our mission for the foreseeable future and be re-examined, updated, and modified on a regular basis.

Our vision of “an even better” future for GCU is rooted in the sentiment shared more than 180 years ago by the foundress of the Sisters of Mercy, Catherine McAuley, whose motto was “Resolve to be good today, but better tomorrow.”

Nearly two centuries later, her words continue to ring true.

For Georgian Court, a better tomorrow is found in our commitment to excellence in academics and beyond. We are dedicated to creating an exceptional student experience, and we are determined to make the best and highest use of our resources.

The GCU Strategic Compass . . . for an Even Better Tomorrow reflects the work we do today and the challenging work ahead. I consider it an instrument to help navigate our future and a tool to keep us accountable. Everyone, no matter their role or job title, plays a part in our success as we move forward in the same direction.

Thank you for your help as we work toward this goal and for joining GCU in this journey.

Go Lions!

Joseph R. Marbach, Ph.D.
President

GEORGIAN COURT UNIVERSITY

THE MERCY UNIVERSITY OF NEW JERSEY



THE STRATEGIC COMPASS

...for an Even Better Tomorrow

Georgian Court University
Dr. Joseph R. Marbach, President





Compass Point #1

MISSION FULFILLMENT THROUGH ACADEMIC EXCELLENCE

Objectives

- 1 Increase offerings by implementing sustainable new or revised undergraduate programs (at least five), new graduate programs (at least three), and non-degree programs that grow enrollments and meet currently underserved student populations or needs.
- 2 Stabilize one-year retention of first-year students at 75% or higher. Continue to improve one-year retention of second-year students and transfer students. Improve four-year graduation rates.
- 3 Provide consistent program quality, as measured by student satisfaction, across delivery formats (face-to-face, hybrid, online) and geographical site locations such that all students will have access to equitable services and facilities.
- 4 Increase the average number of high-impact practices in which students participate, including learning communities, service learning, research with faculty, study abroad, field or internship experience, and capstone experiences.
- 5 Increase the percentage of graduating undergraduate students who enter graduate school at GCU, at GCU partner programs, and elsewhere.
- 6 Increase the percentage of graduating students who are employed in positions in which their degree is needed within six months.
- 7 Maintain and grow academic space in alignment with program needs.



Compass Point #2

MISSION FULFILLMENT THROUGH AN EXCEPTIONAL STUDENT EXPERIENCE

Objectives

- 1 Improve the overall retention of resident students by providing a healthy and engaging residential experience.
- 2 Develop an IT infrastructure that includes a “one campus” communications and services structure that is on par with current higher education industry standards.
- 3 Enhance the physical space available for student engagement throughout campus.
- 4 Develop a collaborative campus environment that supports students through engagement with all campus stakeholders.
- 5 Provide students with opportunities to explore their faith and spirituality.
- 6 Provide unique student leadership experiences that focus on the philosophy of servant and ethical leadership.
- 7 Identify current or develop new GCU traditions to support and highlight a dynamic unified campus culture (Convocation, Homecoming, bonfire, etc.) and branded GCU experience.
- 8 Provide for an exceptional, safe, and well-rounded student-athlete experience through maintenance of competitive-level facilities, leadership programming, academic support, and resources consistent with program growth.



Compass Point #3

MISSION FULFILLMENT THROUGH REVENUE GENERATION AND DIVERSIFICATION

Objectives

- 1 Increase enrollment to meet current capacity and develop a comprehensive plan for our main campus in demographic and programs that highlight the main campus as the flagship model for the Georgian Court mission.
- 2 Optimize new locations, sites, and delivery modalities where the mission and revenue opportunities are aligned.
- 3 Identify and partner with high schools, community colleges, other colleges and universities, community programs, and businesses/employers to meet their student needs as an educational partner.
- 4 Create a multiple-channel financial aid strategy to connect early packaging with admissions yield strategy. Utilize the packaging strategy to create an optimal class and net tuition revenue.
- 5 Increase alumni giving and participation, as well as number of foundation and corporate partnerships.
- 6 Engage stakeholders of the institution, including board members, administration, faculty, staff, and alumni, in fund-raising efforts to build on the Georgian Court brand and develop connections to new funding sources.
- 7 Build capacity and launch a comprehensive campaign.

