

# Wayland five-year strategic plan focuses on future generations

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PLAINVIEW—[Wayland Baptist University](#) has unveiled a strategic plan for the next five years, starting with the current academic year.

Titled “For Future Generations,” the plan includes several initiatives growing out of the university’s vision to be an environmentally responsible, international multicampus system offering innovative, academically challenging and distinctively Christian education.

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“Strategic planning is a critical exercise for any institution of higher learning,” Wayland President Paul Armes said. “Because the world in which we serve is changing so rapidly, it is important not only to remember who we are in terms of identity and calling, but also creatively to develop new ways of communicating and pursuing the ministry and mission of the university in the complex times in which we live. Wayland invests a great deal of time, energy and resources to the strategic planning process. It is very important.”

The plan includes eight major goals, dealing with topics from fundraising to international study programs. The university grouped the major efforts under three main headings—sustainability, versatility and community.

Sustainability efforts relate to maintaining resources for operation and growth in fundraising, with an overall goal to increase donors from the alumni ranks, churches and from beyond Wayland’s current geographic region.

The strategic plan also calls for continued initiatives in environmental stewardship and management of natural resources. Wayland's wellness program, launched in fall 2009, is part of that plan as well, growing to include more employees and more opportunities for participants to embrace healthy lifestyles.

Facilities in the Wayland system are included in the sustainability area in terms of maintaining functional spaces that also support social responsibility in order to meet the needs of students in the learning environment. The plan approved by the university's board of trustees in March 2010 to build a new 350-bed men's dormitory to replace the aging McDonald Hall facility marked the first leg in that plan.

Versatility efforts include technology upgrades to facilities and employee development processes to improve effectiveness. It also includes consistent improvement to academic programs, specifically expanded online offerings, programs to support military students and their families and the investigation of international campus locations and curricula appropriate to those locations.

The plans also include expanded courses and program offerings in graduate degrees, the nursing program, interdisciplinary majors and a possible African studies program for the Plainview campus, building on the long-time partnership between Wayland and Baptists in Kenya.

The strategic plan also calls for increased measures that strengthen the integration of a Christian worldview across all academic disciplines.

Community efforts include initiatives to build community relationships on each of Wayland's campuses and across the university system. This includes plans to develop additional community service opportunities, athletic programs and student activities to enhance campus life in the traditional setting. Enhancing activities at the external campuses also is a

goal, along with growing career placement services across the system.