



UNIVERSITY OF
CHARLESTON

STRATEGIC PLAN
2023-2026

VISION STATEMENT

The University of Charleston's vision is to embrace diversity and adopt innovative practices to promote the personal growth and professional success of learners of all ages and backgrounds.

THE MISSION

of the University of Charleston is to educate each student for a life of productive work, enlightened living, and community involvement.

Productive Work

The University prepares students to contribute to society immediately and throughout their lives. Their work will vary tremendously, but the hope is that each graduate will improve his or her world. "Productive" work isn't defined by the acquisition of great material gain for the graduate alone, but by the positive impact of the work on the graduate's community and world.

Enlightened Living

College graduates must own a broad range of knowledge to thrive in modern society. Graduates should be scientifically, economically, politically, aesthetically, and culturally literate. They should have a sense of history and shared values, and a commitment to moral purpose and personal character.

Community Involvement

Finally, the University attempts to develop within every student a commitment to community involvement. The foundation of our democratic society rests on community involvement, so we want graduates to take leadership responsibility and initiative in shaping organizations, institutions, and communities.



CORE VALUES

Student Focused

- We enable our students' success.
- We celebrate their accomplishments.
- We champion and endorse our diversity.
- We live our mission.

Integrity

- We promote trust and transparency.
- We respect and applaud the work of our colleagues.
- We are responsible for our actions and encourage collaboration.
- We develop character.

Quality

- We are committed to quality service.
- We strive for excellence in all we do.
- We promote a culture that inspires innovation.
- We cultivate leaders.

GOALS

The University is focused on four primary growth goals:

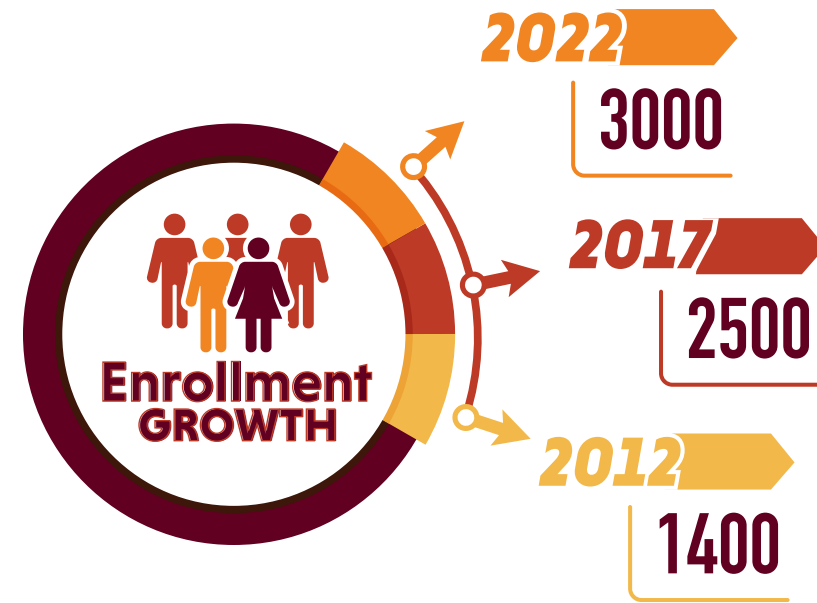
- Student Success** (retention and completion)
- Employee Satisfaction**
- Enrollment**
- Revenue**

UC

DRIVEN BY INNOVATION



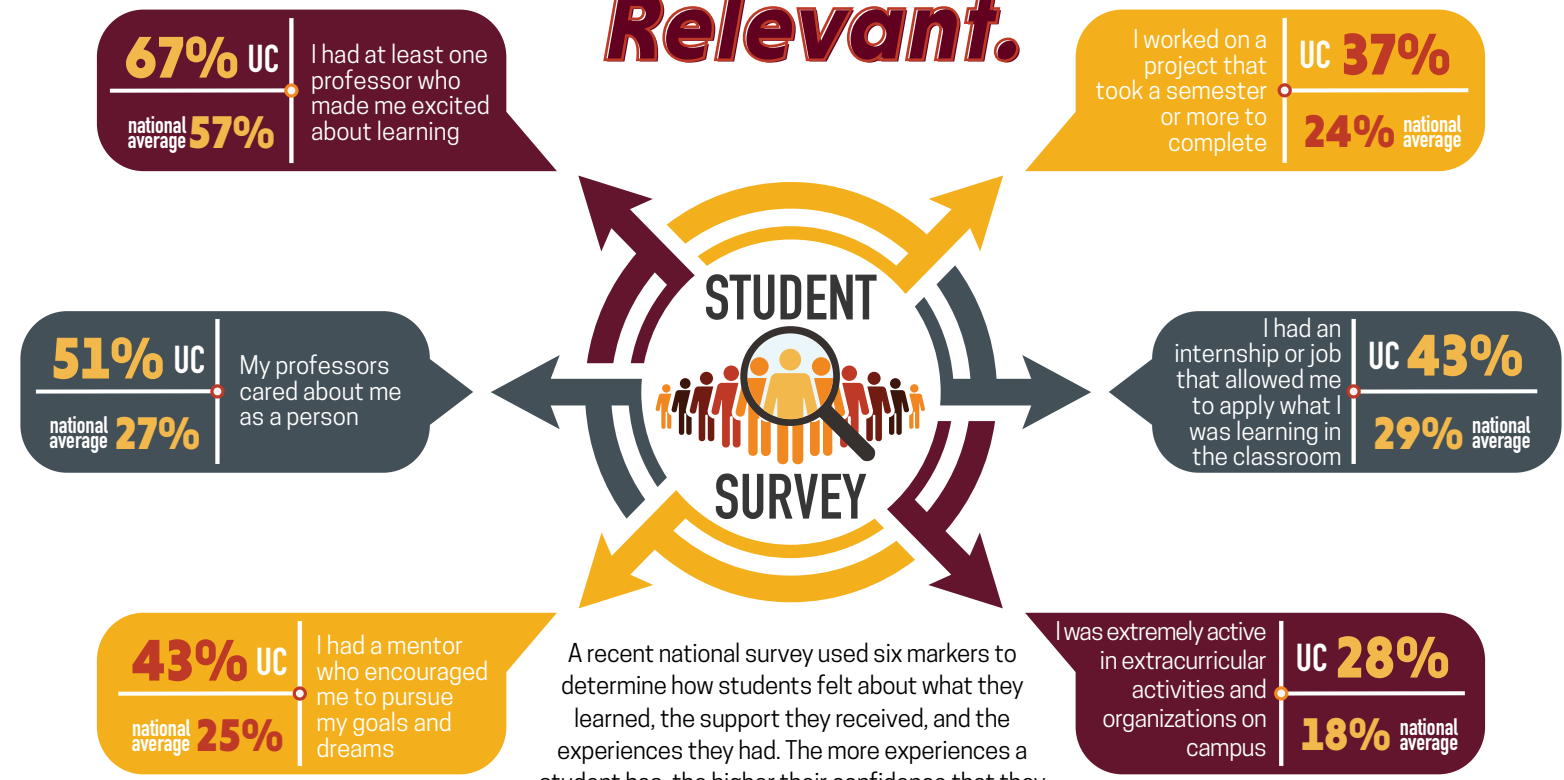
Since 1888, the University of Charleston has grown and expanded to change with the educational needs and opportunities of students from across the nation and around the world. With a focus on learning outcomes that promote personal growth and professional success, UC prepares students to be leaders in the fields they choose.



NEW AND FORTHCOMING PROGRAMS

- BS Healthcare Administration & Management
- BS Business Administration – Professional Selling Major (Fall 2023)
- Master of Science in Business & Data Analytics
- Master of Science in Nursing – Family Nurse Practitioner
- Master of Science in Occupational Therapy (Fall 2023)
- Doctor of Physical Therapy (Fall 2026)
- Emergency Medical Services Leadership Certificate

Relationship Rich . . . Career Relevant.



A recent national survey used six markers to determine how students felt about what they learned, the support they received, and the experiences they had. The more experiences a student has, the higher their confidence that they will succeed.

So, we were curious – how would UC students score on this same test? Turns out, for every one of the six experiences, UC students rated their experiences higher than other students nationally.

Source: news.gallup.com

Athletics SUCCESS

NCAA DIVISION II

UC has earned the Mountain East Conference's Commissioner's Cup for highest winning percentage 7 of the past 9 years

ACADEMIC EXCELLENCE

In 2021 UC had the highest number of students athletes recognized for academic excellence in the MEC conference

NATIONAL TOURNAMENTS

In 2021-22, we sent 10 teams to NCAA National Tournaments in their respective sports

NATIONAL CHAMPIONS

UC Men's Soccer brought home the national championship in 2017 and 2019, and were the national runner up in 2021



VALUE PROPOSITION

The University of Charleston offers:

- Relationships with faculty who invest in innovative and outcomes-based learning both in and out of the classroom
- Applied and experiential learning that foster personal growth and professional success
- Associate, bachelor, master, and doctorate degrees and certificate programs offered in-seat and online
- State-of-the-art learning environments, sport and recreation facilities, living accommodations
- Charleston's University - a capital city location in the business, government and industry hub of West Virginia
- Stability of a 131 year-old institution of higher education

VALUES

Student Focus
Integrity
Quality



MISSION

Productive Work
Enlightened Living
Community Involvement



VISION

Embrace Diversity
Adopt Innovative Practices
Promote Personal Growth
and Professional Success



GOALS

Student Success (retention and completion)
Employee Satisfaction
Enrollment
Revenue



2023-26 INITIATIVES

Productive Work:

- Deliver innovative career-relevant programs attractive to students and employers
- Enhance interdepartmental communication and interaction
- Innovate employee training, development, and onboarding

Enlightened Living:

- Increase awareness and understanding of important contemporary issues
- Foster diversity, equity, inclusion and belonging
- Monitor and promote emotional and physical wellness

Community Involvement:

- Strengthen alumni, community, employee, parent and student involvement
- Design and deliver community-building activities, events and programs
- Openly promote our core values and mission internally and externally



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CHARLESTON

www.ucwv.edu

UC Strategic Plan V12.22