



**2023-26
Strategic Plan
Update**

Fall 2025

Strategic Plan Update Fall 2025

- Values
- Mission
- Vision
- Goals
- Mission Pillar Strategic Initiatives
 - Productive Work
 - Enlightened Living
 - Community Involvement



Our Values

Student Focus
Integrity
Quality



Our Mission

Productive Work
Enlightened Living
Community Involvement



Our Vision


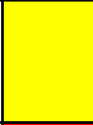


Embrace Diversity
Adopt Innovative Practices
Promote Personal Growth
and Professional Success



Our Goals

Student Success
(retention and completion)
Employee Satisfaction
Enrollment
Revenue

Progress Dashboard

Achieved	
Neutral	
Not Achieved	
Measurement in Progress	

Progress Summary Fall 2025

Goals

Retention – First year fall-to-fall Charleston undergraduate	
Completion – 6-year Charleston undergraduate	
Employee satisfaction	
Enrollment – Total fall	
Enrollment – New fall	
Revenue	

Progress Summary Fall 2025

Productive Work Initiatives

Percent of graduates employed or in grad. school after 6 months	
Percent of employers that would work with UC students again	
Percent of students that agree with six Gallup experiences	
PSOL online and SSI adult learner satisfaction	
Admission yield by funnel stage – Charleston undergrad	
Admission yield by funnel stage – Charleston graduate	
Admission yield by funnel stage – Beckley	
Admission yield by funnel stage – Online	

Progress Summary Fall 2025

Productive Work Initiatives

First year Charleston undergrad retention	
Six-year Charleston completion rate	
Employee culture and communication satisfaction	
Talon and Provost weekly email open rates	
Employee mentor program	
New faculty dinner & networking sessions	
Three professional development workshops per semester	
Employee resources and support satisfaction	

Progress Summary Fall 2025

Enlightened Living Initiatives

Enlightened Living Day post-event satisfaction	Green
One program or event per semester	Green
NSSE student inclusiveness and engagement w/cultural diversity	Yellow
Employee inclusiveness and belonging satisfaction	Green
Employee Guardian service usage	Yellow
Fitness Center users and visits	Green

Progress Summary Fall 2025

Community Involvement Initiatives

Student community service hours	Yellow
Labor of Love Day participants	Green
Alumni and parent Homecoming & Family Weekend participation	Green
Alumni Newsletter and Maroon & Gold open rates/webpage views	Yellow
Charleston's University™ promotion	Blue
Labor of Love, MLK Jr. and Enlightened Living Day events	Green
Employee values and mission satisfaction	Yellow