

2024–2025 University Strategies and Tactics

PRESIDENT'S COUNCIL, with the help of leaders from all divisions, has defined strategies and tactics in three key areas – retention, recruitment, and resources – for the 2024–2025 academic year. Each strategy is paired with specific tactics, implemented university-wide and at the division level, to achieve our desired outcomes.

Strategy: Improve Retention and Progression

Student Retention and Progression – Close opportunity gaps through continued improvements in equitable student progression. Continued benchmark(s): 89% student progression from Fall 2024 to Fall 2025.

2024–2025 Tactics:

1. Build on our coordinated approach to improve overall student progression by making measurable progress for students who identify as:
 - Black students
 - Indigenous students
 - Latinx students
 - Trans and Non-binary students
2. Develop and initiate a comprehensive strategy to embed high-impact practices (HIPs) that meet assessment criteria for all students.
3. Define and map curricular and co-curricular opportunities and learning outcomes for students to learn and develop leadership, as articulated in our mission statement.

Strategy: Optimize Recruitment

Student Recruitment – Develop the conditions and programs, academic and co-curricular, that will differentiate PLU and meet future student and market demands through curation, redesign, and investment. Continued benchmark(s): In combination with retention and progression efforts, meet or exceed enrollment targets for undergraduate and graduate student total enrollment.

2024–2025 Tactics:

1. Support creativity in responding to emerging student interests and community needs, and create a clearly defined and nimble approach for developing PLU's academic and co-curricular program portfolio.
2. Develop a university-wide strategy aligning university activities with key admission/recruitment/yield events to more effectively engage campus constituents.

Strategy: Maximize Resources

Expand and align available resources to improve individual, university, and community well-being.

Employee Engagement – Create, refine, and prioritize conditions and programs that support employee satisfaction and success.

2024-2025 Tactics

1. In response to the 2023 PLU Workplace Well-being Survey:
 - a. Evaluate, prioritize, and support opportunities for professional development and community-building for faculty and staff.
 - b. Improve tools for meaningful feedback and performance reviews to inform professional development and total compensation.
2. Reestablish a robust university onboarding program for all new hires.
3. Build and implement a coordinated and consistent approach to increase the diversity of all personnel hires to align with and reflect changing student demographics.

Resource Stewardship – Effectively manage current resources while expanding and diversifying new resources.

2024-2025 Tactics:

1. Develop, implement, and utilize effective real-time budget tools to inform budget management, strategic planning, and allocations.
2. Continue to nurture and cultivate new partnerships to bolster financial sustainability.
3. Update the campus master plan with a particular focus on approaches to space utilization, maintenance, sustainability, and community engagement.

2024-2025 University Assembly Dates

- October 23, 2024, 4:00 p.m. in CK Hall, AUC
- February 18, 2025, 4:00 p.m. in CK Hall, AUC
- May 14, 2025, 4:00 p.m. in CK Hall, AUC