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Dialogues Held on New University Strategic Plan

February 23, 2018



On Feb. 20, 21, and 22, Lindenwood University System President Michael Shonrock and Vice President T.J. Rains held a series of dialogue sessions on the university's new strategic plan to both explain the process and finished result and to seek feedback.

The first two sessions in Harmon Hall's Dunseth Auditorium were filled to capacity, and the third session, in the Belleville campus' Alice E. Ackermann Welcome Center, received a similar response. The meetings began with a short video explaining the segments of the plan and the ultimate goals. It was followed with Shonrock and Rains taking questions; they were joined by Belleville Campus President Brett Barger in Belleville.

The plan, which is the result of about 18 months of work, is divided into five components: Differentiate Academic Programs, Build Innovative Programs, Optimize Resources, Deliver High-Quality Experiences, and Redesign Branding and Marketing. Each of the areas has a set of program leaders that will work within those areas as the plan is implemented.

A new mission statement and a statement of values were also developed as part of the process. The mission now reads, "Real experience. Real success. Enhancing lives through quality education and professional preparatory experiences." The values statement is divided into five areas: integrity, dedication, excellence, creativity, and community.

Rains said that a website is being built that will include comprehensive information about the plan and its components. It will be regularly updated to indicate progress and to announce initiatives, and it will have a mechanism for sending feedback. In the meantime, specific questions and feedback can be sent by email to Shonrock at mshonrock@lindenwood.edu and Rains at trains@lindenwood.edu.