

# BERRY'S 2022 STRATEGIC FOCUS

## The Planning Context

### **Mission Statement (BOT approved)**

“Berry emphasizes an educational program committed to high academic standards, values based on Christian principles, practical work experience, and service in a distinctive environment of natural beauty.”

### **Enduring Goal:**

To provide an integrated education of the head, heart and hands.

To educate responsible young adults with the knowledge, skills, values and passion to improve the communities in which they choose to live and work.

### **Motto (Historic)**

“not to be ministered unto, but to minister.”

### **Positioning Emphasis (from Simpson-Scarborough study)**

Berry students graduate with a unique combination of high quality academic preparation and meaningful work experience.

### **Tag Line (from Blue Sky creative team)**

“Experience *It* Firsthand”

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## The Planning Process

### **Shared Governance**

#### Role of Board of Trustees

- Define and promote the mission and vision of the college.
- Ensure a planning process that produces bold and achievable goals to this end.

#### Role of President and Leadership Team

- Uphold and fulfill the mission and vision of the college.
- Oversee the planning process in keeping with the college's principles, values and strategic aspirations
- Ensure timely progress toward the college's strategic aspirations through “SMART” annual goals that comprise a “rolling” strategic plan.

### Role of Planning Council

- Ensure input and involvement from constituencies represented on the Council (Cabinet, Deans, faculty representatives from each school, current and former Faculty Assembly chair, Staff Advisory Committee chair, professional staff members from key areas, two students appointed by SGA) and other relevant constituencies.
  - Develop goals and objectives that will lead to accomplishment of strategic aspirations
  - Cooperate in implementing strategies and tactics to foster accomplishment of objectives
  - Principles of the process
    - Open and Transparent
    - Consultative and Inclusive
    - Mission-based and Informed (evidence-based)
    - Timely and Effective (trusted)
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## The Plan

### Strategic Aspirations:

Our challenge as we move forward – and our great hope through the current comprehensive campaign – is to *leverage* Berry’s considerable and distinctive assets to elevate further the Berry experience such that our students become the ethical and inspired leaders needed for tomorrow – the kind of citizens who take ownership of their jobs, their lives and their communities.

- Leverage the assets of our history, mission and values
- Leverage “firsthand experience” in all of our programs
- Leverage the assets of our faculty and academic programs
- Leverage the assets of our work experience program, enterprises and staff expertise
- Leverage the assets of our beautiful campus and expansive land resources
- Leverage the assets of our local community and other connections / partners

### Tactical Applications (a rolling strategic plan):

The Planning Council will lead in development of five to seven bold and achievable goals that will guide the college from 2013-2022 in pursuing the strategic aspirations. For each of the goals, the Council will develop by May 2013 a set of “SMART” objectives for the period of 2013-2016 that include appropriate metrics, deadlines and assigned areas of responsibility and recommend them to the Trustees for approval. The Council will then focus on ensuring communication about the aspirations, goals and objectives with campus stakeholders, engaging in formative and summative evaluation, and then reporting progress to the Board of Trustees.