

SOUTHEASTERN UNIVERSITY

STRATEGIC PLAN | 2022-2027





OUR MISSION

Equipping students to discover and develop their divine design to serve Christ and the world through Spirit-empowered life, learning, and leadership.

OUR CORE VALUES

- A university absolutely committed to Christ-like formation.
- A university of educational breadth and depth.
- A university of faculty distinction.
- A university that thinks globally.
- A university committed to serving human need in our community and in communities around the world.
- A university characterized as a community of grace.
- A university that is student-focused at all times.

OUR CULTURE

Every organization has a culture that defines it. Southeastern University is no different. Our values, our mission, and our strategies flow into practices and decisions that shape the kind of spirit and ethos that people who work here and attend here emulate. We believe that culture creation is so important that as much time and thought goes into designing the Southeastern culture as an architect would put into designing an award-winning building.

We feel there are many elements that will define our culture but that the most important of all is our people. More than any other element, our people will determine our effectiveness at achieving our mission. We feel these elements define the type of people we aspire to be at SEU:

Centered on Christ — Our campus thrives from a core focus and reliance on Jesus Christ. Christ guides our thinking and informs our actions; He is our center.

Focus on Students — We are here because of our students — to serve and steward them. They are the driving force behind our passion. We seek to constantly support their success through encouragement and to create an experience that exceeds hospitality. We become family.

Activate Calling — We empower students to step into the life and vocation God has designed for them through teaching and mentoring, and leading them to their ultimate call as followers of Christ. From the classroom to the chapel to the dorm room, we are here to see students take hold of their purpose — to do everything with excellence.

Make it Better — We are always innovating, provoking change, and striving for excellence. We celebrate the successes of our people and are ready to ask, “What’s next?”

We Collaborate — We are a team, working in an inclusive environment. Our social currency is gratitude, kindness, and respect. Valuing all opinions, we are open-handed with our ideas.

OUR FIVE-YEAR PLAN

To create a university of curricular, co-curricular, and experiential excellence with a faculty of distinction, diverse student population, strong financial base, and a culture of high performance and quality.

VISIONARY FRAMEWORK AND STRATEGIC PERSPECTIVE

1

CURRICULAR EXCELLENCE.

We will offer relevant and engaging curriculum for the global learning community of tomorrow.

Relevant High Demand Programs • Affordable Accessible Education • 21st Century Content

2

CO-CURRICULAR EXCELLENCE.

We will provide a co-curricular experience to allow students to develop academically, socially, and spiritually.

Intentional Leadership Development • Spiritual Formation • Student Experience

3

FACULTY OF DISTINCTION.

We will attract and retain high-performance faculty committed to students and classroom excellence. Our faculty are lifelong learners, called to equip the next generation of leaders and thinkers.

Faculty Thought Leaders • Innovative Pedagogy • Faculty Fellows

4

DIVERSE & EXPANDING STUDENT POPULATION.

We will recruit, retain, serve, and learn from a diverse and expanding global student population.

Strategic Enrollment Growth • Student Success • Continued Network Expansion

5

STRONG FINANCIAL BASE.

We will continue to steward our resources to a place of sustainable margin for innovation.

Sustainability • Stewardship • Capital Campaigns

6

CULTURE OF HIGH PERFORMANCE & QUALITY.

We will commit to our calling by creating a culture of high performance and quality in service to all university stakeholders.

First-Rate Employees • Systems for Growth • Data-Informed Decision Making

7

EXPERIENTIAL EDUCATION.

We will provide students with practical real-world experiences that help shape them into the workforce of tomorrow.

Practical Hands-On Experiences • Partnership and Industry Formed

STRATEGIC GOALS AND OBJECTIVES

1

1. CURRICULAR EXCELLENCE

We will offer relevant and engaging curriculum for the global learning community of tomorrow.

Extend our curricular excellence by:

- 1.1 Creating an engaging, interactive educational experience streamlined across deliveries regardless of location, program, or partnership.
- 1.2 Creating programs that are industry-facing and industry-formed.
- 1.3 Strengthening the course development process.
- 1.4 Tailoring the Foundational Core for the 21st-century student.
- 1.5 Ensuring curriculum incorporates SEU Network expertise.
- 1.6 Becoming an integrated educational service provider.
- 1.7 Reducing the cost of instruction / instructional delivery.

2

2. CO-CURRICULAR EXCELLENCE

We will provide a co-curricular experience to allow students to develop academically, socially, and spiritually.

Enhance our students' formation by:

- 2.1 Expanding the co-curricular experience across the SEU Network.
- 2.2 Implementing SEU's Quality Enhancement Plans (QEP): Becoming; Whole Person Development for the 21st Century.
- 2.3 Increasing occupancy rates on the SEU Lakeland campus.
- 2.4 Creating a virtual "one-stop-shop" to enhance the quality of support services for all students.
- 2.5 Creating intentional student leadership development opportunities.
- 2.6 Enhancing Compass: The Center for Calling and Career to support more intentional career development around a multi-student mindset.
- 2.7 Developing and implementing a coordinated care network to foster student success.

3

3. FACULTY OF DISTINCTION

We will attract and retain high-performance faculty committed to students and classroom excellence.
Our faculty are lifelong learners, called to equip the next generation of leaders and thinkers.

Excel in pedagogy and research by:

- 3.1 Attracting a diverse faculty that is representative of the student body of our future.
- 3.2 Establishing a Center for Teaching Excellence.
- 3.3 Developing faculty thought leadership.
- 3.4 Establishing a faculty fellows program that equips the rising generation of faculty.
- 3.5 Redeveloping the rank promotion process.
- 3.6 Developing more consistent mechanisms for adjunct onboarding, training, enculturation, and support.
- 3.7 Creating a formal structure around SEU Centers to ensure the advancement of their mission and execution of their objectives.
- 3.8 Retaining an exceptional faculty that is mission-matched, culturally aligned, and exceptional in the classroom.

4

4. DIVERSE & EXPANDING STUDENT POPULATION

We will recruit, retain, serve, and learn from a diverse and expanding global student population.

Expand and diversify enrollment by:

- 4.1 Earning designation as a Hispanic Serving Institution.
- 4.2 Expanding dual-enrollment recruiting.
- 4.3 Becoming a Transfer Friendly Institution.

- 4.4 Analyzing and enhancing scholarship.
- 4.5 Expanding multicultural affairs through more formal partnerships in admission and student support.
- 4.6 Continued expansion and enhancement of the SEU Network through collaborative access.
- 4.7 Increasing the retention and graduation rates across deliveries.

5

5. STRONG FINANCIAL BASE

We will continue to steward our resources to a place of sustainable margin for innovation.

Create a strong financial base by:

- 5.1 Establishing and maintaining a CFI Score of 2.0 or higher.
- 5.2 Growing the University endowment to \$20,000,000.
- 5.3 Create a grant program dedicated to mission fit, netting an annual surplus of \$1,000,000.
- 5.4 Continuing to develop robust financial reporting and dashboards.
- 5.5 Adopt substantive budget process and training program.
- 5.6 Establishing capital campaigns dedicated to expansion and sustainability of the University.
- 5.7 Diversify revenue sources while investing into mission-aligned programs of the future.

6

6. CULTURE OF HIGH PERFORMANCE & QUALITY

We will commit to our calling by creating a culture of high performance and quality in service to all university stakeholders.

Create a culture of high performance and quality by:

- 6.1 Hiring and retaining first-rate employees.
- 6.2 Implementing a formal structure, training, and support around strategic enrollment management to improve customer services and the overall student experience.
- 6.3 Creating an administrative program review process.
- 6.4 Creating a “one-stop-shop” for employees (e.g. redevelop and maintain SFNet).
- 6.5 Creating a culture of quality enhancement through data-informed decision-making.
- 6.6 Engage in digital transformation by implementing new technologies, talent, and processes to improve business operations and customer service.

7

7. EXPERIENTIAL EDUCATION

We will provide students with practical real-world experiences that help shape them into the workforce of tomorrow.

Provide experiential education by:

- 7.1 Partnering with industry leaders to provide meaningful experiential learning opportunities through internships, practicums, and co-ops.
- 7.2 Establishing Competency-Based Education (CBE) curriculum and programs.
- 7.3 Creating programs that are industry-facing and industry-formed. (see 1.2)
- 7.4 Continued expansion and enhancement of the SEU Network through collaborative access. (see 4.6)
- 7.5 Reimagining student employment and student leadership roles as credit-bearing practicum opportunities.
- 7.6 Enhancing Compass: The Center for Calling and Career to support more intentional career development around a multi-student mindset. (see 2.6)



STRATEGIC PLAN 2022-2027

The **FIVE-YEAR STRATEGIC PLAN** for 2022-2027 was developed by utilizing data and input from the following stakeholders:

Faculty
Staff
Students
Administrators

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