

# VISION 2030+ STRATEGIC PLAN



**ROBERTS**  
WESLEYAN UNIVERSITY

## VISION 2030

Roberts Wesleyan University will be an agile institution that is differentiated by its ability to delight students, customers, stakeholders, and partners with character education and career training that meets emerging needs in innovative ways.

## MISSION

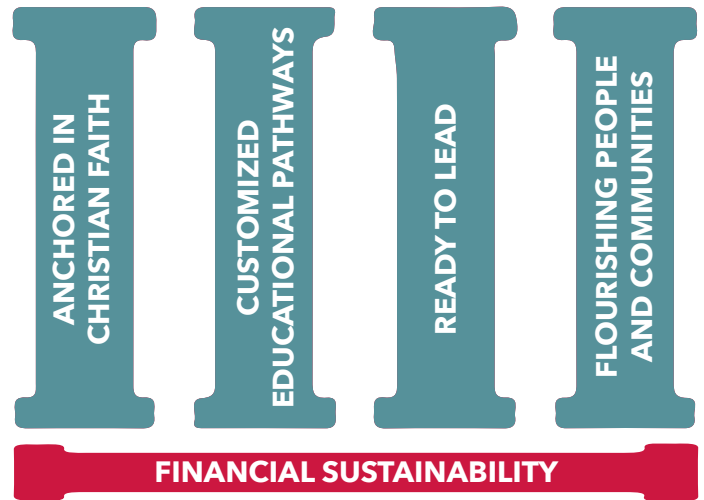
As a community of learners committed to historic Christianity, Roberts Wesleyan University seeks to prepare thoughtful, spiritually mature, service-oriented people who will help transform society.

## MARKET POSITION

**New York's Leading University  
for Character Education**

From our deep roots in Christian faith, Roberts Wesleyan University is committed to equipping all students with the character and competence to lead in the midst of societal tensions and influence the most profound issues of today. With customized educational opportunities and immersion in career-enhancing practical experiences, Roberts ensures that every graduate will possess the skills that lead to the flourishing of people and communities throughout the region, nation, and world.

## OUR PILLARS



## STRATEGIC INITIATIVES

**Initiatives already underway and that will continue:**

MOVING THE  
NEEDLE

COMPREHENSIVE  
CAPITAL  
CAMPAIGN

PARTNERSHIP  
WITH RIZE

PARTNERSHIP  
WITH  
CAMPBELLSVILLE

EMBEDDED &  
INTEGRATED  
SEMINARY

**3-year commitment to move operating performance, employee morale, and student experience to emerging strengths:**

**Track Performance** – Establish objectives and track performance in each area.

**Deliver a Differentiated Value Proposition** – Enhance customer value by offering products/services perceived as superior to the competition.

**Become an Agile Institution** – Drive continuous organizational structure and process improvements that strengthen our value proposition and increase customer convenience & satisfaction.

**Evaluate the Athletic Portfolio** – Determine the role of athletics in achieving the vision and the optimal portfolio to do so.



Invest in  
our People



Identity and  
Character  
Education



Rebalanced  
Academic  
Portfolio



Online  
Expansion



Strategic  
Partnerships



Real Estate  
Development



Westside  
Wellness



AI integration  
strategy