Strategic Plan
POSITIONING UNION FOR 2020 AND BEYOND
VISION
Union College is a nationally known community of learners whose graduates are distinguished contributors to the well-being of the individual, the economy, and the environment.

MISSION
To serve the academic needs of a diverse community of undergraduate, graduate, and continuing education students in a dynamic, personal environment that promotes intellectual, spiritual, and physical enrichment of students, faculty, and staff and the economic growth and health of our Appalachian region.
A vibrant campus culture that respects the individual, encourages teamwork, and expects excellence in all endeavors

A. Recruit and retain students from diverse backgrounds who have the ability and desire to successfully complete a college degree.

B. Develop an expectation of responsibility on the part of students, faculty and staff.

C. Recognize and celebrate achievements of students, faculty and staff.

D. Ensure an inclusive, effective process of governance.

E. Increase the resident and commuter student population to a level that optimizes an efficient, effective, and vibrant living and learning environment.
Innovative academic, athletic, and extracurricular programs that meet the needs of our students, our geographic region, and our global community

A. Recruit and retain a strongly credentialed, geographically and culturally diverse faculty that is dedicated to the academic and extracurricular educational experiences of Union students.

B. Develop academic programs that promote learning and graduation at the least possible financial hardship on the student.

C. Develop academic programs that serve the economic growth and health of the surrounding community.

D. Provide programs that encourage middle and high school students to plan for college.

E. Support a competitive program of team and individual sports that builds character and qualities of leadership and adds to the vitality of campus life.

F. Provide opportunities for spiritual growth and understanding of diverse beliefs.

G. Provide opportunities for all students, faculty, and staff to engage in service.
Resources necessary to support efficient, effective academic, athletic, and extracurricular programs

A. Provide innovative technology, library, and information resources that support the academic mission and the campus community.

B. Recruit and retain a qualified administrative staff that is dedicated to student success.

C. Maintain financial policies and oversight that support the long term viability of the institution.

D. Develop mutually beneficial partnerships with external communities and constituencies that build support for Union’s mission.

E. Ensure that policies are in place to support the health, safety, and well-being of students, faculty, and staff.

F. Provide and maintain safe, secure, environmentally conscious facilities that support all campus activities.