

MISSION STATEMENT

Mars Hill University, an academic community rooted in the Christian faith, challenges and equips students to pursue intellectual, spiritual, and personal growth through an education that is:

- grounded in a rigorous study of the liberal arts
- connected with the world of work
- committed to character development, to service, and to responsible citizenship in the community, the region, and the world.



CORE VALUES

Liberal Arts Foundation
Free & Open Intellectual Inquiry for Employees
and Students
Innovative Teaching and Experiential Learning
Lifelong Learning
Career Preparedness
Applied Christian Principles
Ethical Citizenship
Respect for Diversity
Culture of Service
Local and Global Engagement

This Strategic Plan was adopted by the Mars Hill University Board of Trustees on September 28, 2012. To read the full Strategic Plan, go to: www.mhu.edu/strategicplan.

Mars Hill University is an equal opportunity provider and employer.



MARS HILL UNIVERSITY

STRATEGIC PLAN 2012-2017

VISION STATEMENT

Mars Hill will be a preeminent private university, nationally recognized for transforming engaged learners into ethical citizens and successful leaders in an ever-changing world.



STRATEGIC PRIORITIES AND GOALS

Strategic Priority 1

Mars Hill will reinforce its position as the preeminent private university in Western North Carolina.

Goals:

- Position Mars Hill's brand to be more prominent and competitive in the marketplace
- Enhance visibility among core constituencies
- Reinforce Mars Hill's history, impact, and importance in the region
- Foster greater connection between Mars Hill and Western North Carolina

Strategic Priority 2

Mars Hill will review current academic programs, enhance appropriate academic programs to improve teaching and learning, and develop new academic programs in response to the demands of the twenty-first century.

Goals:

- Review and strengthen the liberal arts core through a revised general studies program
- Improve and enhance the curriculum
- Enhance undergraduate research
- Encourage expanded faculty development
- Explore opportunities for students to participate in international academic programs

Strategic Priority 3

Mars Hill will broaden student learning through extra- and co-curricular engagement opportunities.

Goals:

- Increase participation in extra- and co-curricular programs
- Enhance student leadership experiences
- Grow co-curricular initiatives

Strategic Priority 4

Mars Hill will become a significantly larger institution.

Goals:

- Increase growth of traditional students over the next five years to 1400
- Recruit students with greater capacity to succeed at Mars Hill
- Increase diversity among students and employees
- Increase Adult and Graduate Studies enrollment

Strategic Priority 5

Mars Hill will encourage the formation of ethical decision-making skills and maintain an environment conducive to Christian faith development.

Goals:

- Foster spiritual growth and faith exploration for campus community
- Affirm Christian heritage
- Establish a Center for Ethics, responsible for including ethics in curricular, co-curricular, and extra-curricular programs and for providing resources to the wider community

Strategic Priority 6

Mars Hill will enhance resources to support programs and services for students and employees.

Goals:

- Launch a capital campaign in 2013
- Strengthen relations with alumni
- Increase endowment through the capital campaign and other ongoing initiatives
- Achieve the budgeted annual fund goal
- Enhance faculty and staff benefits/compensation

Strategic Priority 7

Mars Hill will improve facilities, enhance grounds, and broaden sustainable practices to enhance the quality of life for students.

Goals:

- Develop a master plan for facilities and grounds
- Promote sustainability efforts across campus and in the community
- Enhance a safe living and learning environment

Strategic Priority 8

Mars Hill will enhance athletics programs to attain greater student and team success.

Goals:

- Promote greater collaboration between Athletics, Student Development, and the larger community.
- Continue to improve athletic excellence
- Enhance academic success among student athletes
- Review opportunities with athletics to help address student gender imbalance
- Enhance athletics facilities