



# MVNU 2027: STRATEGIC PLANNING

**Mission:** Mount Vernon Nazarene University exists to shape lives through educating the whole person and cultivating Christ-likeness for lifelong learning and service.

**Vision:** To Change the World with the Love of Christ.

## STRATEGIES

1

### **CHRIST-CENTERED:**

Jesus Christ is the cornerstone for the mission of the University and the model for cultivating the intellectual, emotional, and spiritual life of the MVNU community, a community that embodies goodness, truth, and beauty characterized by faith, holiness, forgiveness, and love.

2

### **ACADEMIC PROGRAMS:**

MVNU provides a transformational academic program for the whole person defined by rigor, professionalism, and service.

3

### **FACULTY & STAFF:**

MVNU recruits, mentors, and resources a Christ-focused, highly qualified, and diverse faculty and staff committed to the mission of the University engendering a culture of excellence as they shape and are shaped by the lives of students.

4

### **STUDENTS:**

As a Christian community, MVNU provides students with a meaningful experience that prepares them for life-long learning and service in the world.

5

### **ALUMNI:**

Through intentional engagement with our alumni, MVNU cultivates a network and champions connection with current students in pursuit of mutually beneficial opportunities to serve, learn, and give.

6

### **CHURCH:**

As an expression of the educational mission of the Church of the Nazarene, and a part of the Christian community, MVNU shares in equipping disciples to live out their Christian vocation.

7

### **COMMUNITY:**

Through Christ, MVNU embodies love for our neighbor, in both our local and global communities, with a spirit of compassion, service, partnership, and engagement.

8

### **OPERATIONAL RESOURCES:**

MVNU strives for financial strength through growing and evaluating its resources in order to invest in the accomplishment of its mission.

## INITIATIVES

- 1 WESLEYAN HOLINESS:**  
Understand, celebrate, and extend a robust discussion of the Wesleyan Holiness tradition across campus and the East Central Field.  
[Strategy statements 1, 3, 4, 6, 7]
- 2 ACADEMIC INNOVATION:**  
Develop new academic programming that will target new demographics and increase enrollment.  
[Strategy statements 2, 4, 8]
- 3 VOCATIONAL INTEGRATION/ EXPLORATION:**  
Establish vocational exploration as a defining feature of the MVNU experience.  
[Strategy statements 1, 2, 4, 6]
- 4 CONTINUOUS IMPROVEMENT:**  
Evaluate and strengthen existing programs and processes.  
[Strategy statements 2, 3, 4, 8]
- 5 ENROLLMENT AND RETENTION:**  
Increase total enrollment by developing and launching marketing, retention, and enrollment tactics.  
[Strategy statements 2, 3, 4, 8]
- 6 STUDENT EXPERIENCE:**  
Develop new programs and activities and evaluate existing co-curricular and extracurricular programs that contribute to the holistic development of students.  
[Strategy statements 1, 4, 5, 7, 8]
- 7 DIVERSITY:**  
Celebrate diversity within the MVNU community and strengthen strategies and programming to attract individuals of diverse backgrounds and experiences while fostering a Christ-centered community of belonging.  
[Strategy statements 1, 2, 3, 4, 5, 6, 7]
- 8 CENTER FOR GLOBAL ENGAGEMENT:**  
Develop and launch transformative global learning and service initiatives that deeply engage real-world issues, enhancing both student growth and the common good.  
[Strategy statements 2, 4, 5, 6, 7]
- 9 THRIVING CULTURE:**  
Cultivate a thriving campus culture that values Christian community, meaningful relationships, clear communication, encouragement, appreciation, and campus-wide engagement in traditions and celebrations.  
[Strategy statements 1, 3, 4]
- 10 UNIFIED STORY:**  
Articulate a shared story and convey a full and unapologetic identity.  
[Strategy statements 3, 4, 5, 6]
- 11 UNIVERSITY RELATIONS:**  
Engage our alumni, churches, friends, and community members by providing opportunities for them to invest their time, talent, and treasure in our educational mission.  
[Strategy statements 1, 3, 4, 6, 7]
- 12 STRATEGIC PARTNERSHIPS:**  
Develop and strengthen partnerships with external organizations that lead to mutually beneficial opportunities.  
[Strategy statements 2, 4, 5, 6, 7]
- 13 ALTERNATIVE REVENUE STREAMS:**  
Identify mission fit alternative revenue streams that will allow MVNU to decrease its financial reliance on student revenue.  
[Strategy statements 5, 6, 8]