

# Focus on the future

STRATEGIC VISION	EXECUTIVE CHAMPIONS	STRATEGIC GOALS
<div>1</div> <div>Foster Faith, Purpose, and Connection Through the 'Be Known' Promise</div>	Brad Lau, Mary Peterson, Arminda Lathrop & Lindsay Knox	<div>A. Develop disciple-mentors among the staff and faculty of the university</div> <div>B. Deepen student experiences with Jesus Christ and his church</div> <div>C. Expand co-curricular and extracurricular programs to facilitate community and belonging for residential and commuter students</div> <div>D. Establish opportunities to foster thriving student experiences to sustain the university's mission</div> <div>E. Engage an alumni community that supports students, one another, and the university as part of the "Stay Known" initiative</div>
<div>2</div> <div>Adapt Academic Curriculum and Pedagogy to a New Learning Environment *</div> <div><small>* while continuing to deliver on its primary value</small></div>	Mary Peterson	<div>A. Assess and reward excellence in teaching to align with the mission of the university</div> <div>B. Leverage the strengths of our online platform to optimize learning outcomes</div> <div>C. Expand student-centered programs that facilitate student-faculty mentoring and discipleship</div> <div>D. Experiment and develop new systems to make a George Fox education more affordable</div>
<div>3</div> <div>Boldly Expand our Mission and Reach</div>	Arminda Lathrop, Lindsay Knox & Mary Peterson	<div>A. Promote a culture that celebrates Christian generosity, philanthropy, and community in our region</div> <div>B. Generate thought leadership for the Christian community in an age of secularization</div> <div>C. Publicly assert our faithful commitment to the Gospel of Jesus Christ through exemplary expression</div> <div>D. Foster relationships that contribute to the critical growth of the university endowment</div> <div>E. Establish George Fox at the center of the economic and spiritual well-being of the communities of Yamhill County</div>
<div>4</div> <div>Develop New Markets and Partnerships</div>	Lindsay Knox, Vicki Piersall, Mary Peterson & Arminda Lathrop	<div>A. Invest in the brand and build enrollment</div> <div>B. Identify new market-driven (primarily high-barrier) programs, including ongoing development in graduate health sciences</div> <div>C. Continue to build the institution's reserve and financial base</div> <div>D. Establish partnerships to help advance the institution's highest priorities (to build public trust in the work of George Fox University)</div>
<div>5</div> <div>Harness AI and Digital Systems to Achieve the Vision</div>	Mary Peterson, Brad Lau, Nichole Drew & Lindsay Knox	<div>A. Engage in the creation and evaluation of AI-infused curriculum products</div> <div>B. Effectively deploy and apply AI to raise the capacity of university staff</div> <div>C. Promote George Fox as the leading faith-based institution leveraging AI</div> <div>D. Develop George Fox Digital as the primary provider of Christian educational certificates and academic programs in the Northwest</div>
<div>6</div> <div>Cultivate Thriving Employees</div>	Nichole Drew, Brad Lau & Vicki Piersall	<div>A. Empower mission-aligned hiring practices</div> <div>B. Build toward a seamless transition of leadership</div> <div>C. Equip community members to practice a culture of inclusive excellence</div> <div>D. Align faculty and staff reward structures that expand the mission and vision of the institution</div>