

# New strategic plan allows students to 'Imagine Elon' with a brighter future

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Managing Editor

Elon faculty and staff met in Whitley Auditorium last week to discuss Imagine Elon, the new strategic plan for 2020. Students will get the chance to provide their feedback about the plan at the Student Forum for Strategic Planning on Sept. 23.

According to the draft of the plan, Imagine Elon will allow the community to "use imagination and innovation to achieve our destiny as a university of national prominence." The strategic plan outlines goals pertaining to how Elon will develop during the next 10 years.

"Elon has had a lot of success with its planning process, so I think this plan will set up another decade of success," said Connie Book, associate dean of the School of Communications and a strategic planning committee member.

A few of the goals outlined in the strategic plan's eight categories include doubling institutionally funded need-based financial aid, adding new facilities to the campus, establishing a national center for engaged learning and doubling or tripling the number of international students at Elon.

About 25 to 30 faculty and staff members attended the forums last Tuesday and Wednesday to voice their opinions on these goals and the other priorities outlined in the draft. Faculty members also got the chance to discuss the plan at a meeting Sept. 4.

"I think the turnout (at the forums) was light because people have been so involved in this thing all along," said Gerry Francis, executive vice president and strategic planning committee co-chair.

At the Sept. 4 meeting and last week's forums, some suggestions made by the faculty included strengthening the academic emphasis of the plan, using the word "community" more often and adjusting the language of the plan

to reflect how Elon is building on what makes it special now, rather than focusing solely on how Elon can be better.

The strategic planning process began last fall with the formation of a 25 person committee of faculty, staff, trustees, alumni and students. The committee involved the Elon community in a number of ways, including placing charts around campus and asking people to write headlines about what they think Elon will be like in 2020.

After getting feedback from students, faculty and staff, the committee developed its first draft of the plan.

"We did all of our homework," Francis said. "We did surveys and we posted some of the draft ideas on campus."

The draft was refined during the summer, and once the committee finishes discussing it with faculty, staff and students, it will be presented to the Board of Trustees in October.

"(The Board of Trustees) might add something to it, they might eliminate something or they might say we've got to cut back on some of this because we can't afford it all," Francis said. "So we'll listen to what they say and then we'll develop the final plan from there."

Francis said he thinks one of the most important parts of the plan involves developing a campus that mirrors the world — a campus with more ethnic, racial, cultural and religious diversity.

"We've sent thousands of students to study abroad, and what we need is to be bringing (international) students to come live here for four years to further enhance the experiences everybody's having," Francis said.

Book said Elon has been successful in following through with its plans, and she hopes Elon can achieve the goals the Imagine Elon plan has to offer.

"The plan allows us to become the university we want ourselves to be," Book said.

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- Connie Book  
ASSOCIATE DEAN OF THE SCHOOL  
OF COMMUNICATIONS

## EIGHT PRIORITIES OF IMAGINE ELON

1. Preparing students for a 21st century global society.
2. Making new investments in a talented faculty and staff.
3. Assuming a role of national leadership in higher education.
4. Creating innovative pathways to undergraduate and graduate education.
5. Maintaining Elon's position as a best value university.
6. Developing the next generation of alumni leaders and philanthropists.
7. Advancing Phoenix athletics.
8. Further developing the campus, encouraging development of our surrounding community and fostering environmental stewardship.

INFORMATION COURTESY OF THE IMAGINE ELON DRAFT PLAN

## WANT TO KNOW MORE?

For more information about the strategic plan and a downloadable copy of the draft, visit: [www.elon.edu/e-web/administration/president/strategicplan2020/default.xhtml](http://www.elon.edu/e-web/administration/president/strategicplan2020/default.xhtml)

## STUDENT GOVERNMENT MEETING

come have your opinions heard!

Every Thursday at 7:30



in Moseley 215!

Congrats to our new officers!

Andrew Palmieri, Maddie Laliberte,

Austin Williamson, Allie Weller,

Liz Burns, Darien Flowers,

Ben Waldon, Becca Tynes & Blaire Zachary