



STATEMENT OF STRATEGIC DIRECTION
(Approved by the Board of Trustees 8 April 2006)

Statement of Mission: The mission of Asbury College, as a Christian Liberal Arts College in the Wesleyan-Holiness tradition, is to equip men and women, through a commitment to academic excellence and spiritual vitality, for a lifetime of learning, leadership and service to the professions, society, the family and the Church, thereby preparing them to engage their cultures and advance the cause of Christ around the world.

Asbury College is intentional about outcomes. The college seeks to produce students who are academically equipped to meet the real challenges of faithful, responsible and contributive living in their world. Asbury College is committed to producing women and men who will realize their full potentials for leadership and service, who are confident in who they are, and who will negotiate their life's journey with insight, courage, and joy. The total learning experience is intended to produce students who appreciate the life of the mind and are capable of thinking critically. The college seeks to produce students who can read, speak and write effectively and who will be lifelong learners – 'empowered, informed and responsible.'

The college endeavors to promote the development of a clear sense of commitment to Christ, to nurture a reasoned, resilient, and formidable faith, and to give students the tools of understanding they require to respond fully to God's call upon their lives. Students are encouraged to examine their faith, to cultivate a personally owned faith, to enter into an experience of scriptural holiness, and to develop a capacity for responding to life's realities with intelligence, creativity, moral responsibility, and compassion – students with servant hearts and a concern for others.

To successfully implement the mission and purposes of Asbury College and to meet the academic, spiritual, social, physical and personal developmental needs of students who enroll, Asbury College is committed to the following:

1) Quality Academic Programs

Asbury College will offer academic programs of the highest quality, built on a liberal arts foundation and delivered through the expertise of outstanding faculty in an intentionally enriched learning environment.

Academic programs will be offered at the undergraduate and graduate levels for which there is sufficient student interest, which can be maintained at a high quality level and

which represent the traditional liberal arts disciplines as well as other disciplines which provide students with opportunities to prepare for meaningful service, advanced study and employment. Continual assessment and evaluation will occur in order to ensure the quality of academic programs. Effective teaching will be a high expectation for faculty. On-campus and off-campus faculty professional development and scholarship opportunities will be resourced and faculty expected to avail themselves of these opportunities. The on-campus environment will be enriched by the presence of faculty, staff and students of color and persons from other nations.

2) Vital Christian Environment

Asbury College will be a pervasively Christian environment, built on the belief that God's Word informs all we do as a community.

Asbury College will be intentional about fostering a spiritual context characterized by vital chapel experiences and spiritual formation programs that expand horizons, encourage students to examine and own their faith, to know Christ as Savior and Lord and ultimately to pursue the holy life made possible by the sanctifying work of the Spirit and demonstrated by a whole-hearted love for God and others. The goal is for Christ to be formed in every community member as they respond with enthusiasm to God's Kingdom call to a life of faith, service and witness.

3) Transformative Community

Asbury College will foster a Christ-centered community that provides a seamless learning environment, both inside and outside of the classroom, which intentionally promotes the holistic integration of faith, learning and living.

Transformative community is ultimately demonstrated by lives of integrity, both individually and corporately, committed to the application of God's truth in all the activities of life together. Students will be challenged to develop and use their God-given gifts, talents and passions now as they prepare for places of leadership and service in the kingdom of God to which God calls them. Faculty and staff will serve as examples of persons committed to living their lives within God's truth as they encourage and assist students in their preparation for future service.

4) Global Perspective

Asbury College will offer curricular and co-curricular opportunities that challenge students to an increased cultural sensitivity and awareness as they develop competencies to effectively serve Christ in a global society.

Opportunities for students will be provided for study and service in cultures other than their own. Linkages will be sought with alumni and friends of the college who can assist in providing opportunities for students to work toward cultural engagement and a global perspective.

5) Rich Mix of Students

Asbury College will employ enrollment management strategies that will meet goals for the composition of the student body, including under represented minorities and international students in order to provide a learning environment conducive to its educational outcomes.

In order to best utilize the current college facilities and personnel, Asbury will increase undergraduate enrollment. While endeavoring to maintain a 'critical mass' of students representing our Wesleyan heritage, the college will work to enroll and retain a rich 'mix' of students in reference to ethnic origin, citizenship and denominational background in order to enhance the learning environment and better reflect the reality of the Kingdom of God and of the increasingly diverse and globalized world for which students are being prepared.

6) Mission-Driven Resourcing

Asbury College will provide sufficient resources to adequately support its academic and spiritual mission, purposes and programs.

Revenues will be increased by growing endowment, increasing gift and grant income, and expanding the giving base. The college will maintain sufficient tuition revenue to sustain the quality of its programs and services. Programs will be operated efficiently, with each program directly linked to strategic program goals and expected outcomes. Facilities and equipment will be sufficient and appropriate for all programs and well maintained. Technology support will be adequate and up-to-date to meet the requirements of various academic programs and administrative functions. Faculty, staff and administrative personnel will be compensated fairly and competitively and afforded opportunity for personal and professional development.

7) Expanding Markets and Missional Influence

Asbury College will expand the influence of our mission to the Central Kentucky community and beyond through academic programs, co-curricular programs and services.

Academic programs which are of interest and value to the residents of Central Kentucky will be developed and implemented. Such programs may include graduate programs, degree completion programs, high school/college joint programs and non-credit enrichment programs. Additional academic internship opportunities will be sought with businesses and organizations in the area Leadership development activities and conference facilitation will continue to be provided along with other possible programs of interest such as sport camps, academic discipline camps and pre-college preparation opportunities. Asbury will continue to support and encourage student outreach programs which are designed to assist various citizen groups in Central Kentucky and beyond. The college will work to enhance its national reputation through quality enhancement, active participation in national professional associations, productivity of faculty and professional staff, and the quality and achievements of its graduates.

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