

2023-2026 Florida College Strategic Plan

Theme - Mission Focused

1. Make the mission more accessible.

Goal: We will integrate the mission into all aspects of student life and leadership.

Action Items:

- Provide and implement an honor code for students and employees.
- Incorporate a focus on the mission in pre-session, campus conversations, etc.
- Write a shortened vision statement.

2. Communicate and practice the code of conduct in a positive, mission-promoting way.

Goal: We will implement and enforce the honor code to instill academic and moral integrity in our students.

Action Items:

- Integrate the mission in student leader training.
- Reinstate and revitalize a faculty guide program.
- Post the mission statement around campus.
- Connect the mission statement in academic coursework.

Theme – Community Outreach and Perception

1. Build the brand to maintain mission and to maximize revenue.

Goal: We will maximize marketing opportunities to create a brand that simultaneously emphasizes Christian principles and academic excellence.

Action Items:

- Create experiential learning opportunities that market our students within the work force and our alumni.
- Emphasize four-year programs in brand and diminish two-year degree prominence.
- Highlight academic value.

2. Be the best community partner.

Goal: We will develop off-campus partnerships to support Florida College and to provide professional growth for the students.

Action Items:

- Be a frequent presence in area private Christian schools.
- Continue to build/increase serving learning opportunities.
- Foster corporate alliances and non-profit organizations.

Theme – Academic Reputation

1. Develop an office of extended education beyond our undergraduate program.

Goal: We will establish a center that implements new academic programs beyond our current offerings to increase net revenue.

Action Items:

- Extend learning opportunities (graduate, online, K-12, vocational, dual enrollment).
- Hire qualified and dedicated staff.
- Complete implementation plan to realize new programs within 3 years.

2. Maintain and develop a portfolio of existing and new undergraduate academic programs to promote rigor, relevance, and revenue.

Goal: We will conduct a rigorous evaluation of existing undergraduate academic programs and a robust assessment of new undergraduate academic programs to increase academic value.

Action Items:

- Implement assessment process for existing programs (rigor, relevance, value) on a 3-year cycle.
- Develop technology standards for online and in-person instruction.
- Provide new STEM programs.

Theme - Finance & Investments

1. Significantly increase endowment in the next five years.

Goal: We will expand our donor base and foster external partnerships to support endowment growth.

Action Items:

- Pursue additional investments in grants and partnerships.
- Seek investments in areas such as real estate, stocks, and other assets.
- Define and refresh categories of major donors.

2. Diversify revenue sources.

Goal: We will mobilize community partners and internal stakeholders to grow income streams.

Action Items:

- Launch two ventures in three years.
- Build on the collaborative relationship with the Academy for sustained growth.
- Provide other learning opportunities such as training programs (e.g., health care professionals).

Theme - Facilities

1. Research and develop new community spaces (such as multi-use building on East campus and Sutton).

Goal: We will invest in spaces that promote college growth and enhance student life.

Action Items:

- Renovate Sutton as a hybrid space.
- Increase scope of athletic facilities on east campus.
- Build for growth at FCA with multi-use facility.
- Improve teaching and learning spaces.

2. Allocate financial resources for deferred maintenance.

Goal: We will prioritize the needs of our current facilities to sustain long-term use.

Action Items:

- Prioritize to identify immediate needs.
- Identify resources and vendors for system assessments.
- Implement facilities management system to provide planning for long-term maintenance.