



# **STRATEGIC PLAN**

**2023 - 2026**

**GREAT LAKES  
CHRISTIAN COLLEGE**

RALPH R. WOODARD  
ADMINISTRATION  
BUILDING

WEST  
Entrance



## OUR MISSION

Great Lakes Christian College, an institution of higher education affiliated with Christian Churches/Churches of Christ, seeks to glorify God by preparing students to be servant-leaders in the church and world.



## OUR VISION

Great Lakes Christian College is the premier Restoration Movement Christian College east of the Mississippi River for churches and parents to send their children for vocational and marketplace ministry training.



# Strategic Plan Themes and Goals



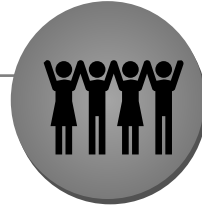
## Deepen the GLCC Experience

- Build Excellent Academic Programs
- Foster Vibrant Student Life
- Cultivate Thriving Campus Community
- Create Smooth Student Transitions
- Make GLCC a Fulfilling Career Destination



## Strengthen Resources for Mission

- Engage with Churches
- Interact with Alumni
- Build Community Recognition
- Foster Financial Stability



## Grow Enrollment

- Build a Consistent, Recognizable Brand
- Create Memorable Campus Experiences
- Advance Awareness of the College
- Establish an Elite Online Campus
- Develop a Comprehensive Data System
- Foster Athletic Programs to Increase Enrollment



## Foster a Quality Learning Environment

- Create a Safe Environment
- Enhance Campus Facilities
- Improve Campus Curb Appeal
- Expand Technology/Digital Communication
- Elevate Dining Experience



Great Lakes  
Christian College  
Intellectual, Spiritual & Personal Growth

YOU CAN BE  
ANYTHING IN  
THE WORLD  
RIT

# DEEPEN the GLCC EXPERIENCE



To fulfill its mission, GLCC will ensure that campus-wide systems and structures are designed and implemented in such a way that students and staff flourish in pursuing their educational, vocational, and spiritual goals.

## BUILD EXCELLENT ACADEMIC PROGRAMS

- Build robust academic departments.
- Conduct a curriculum review.
- Develop well-rounded, co-curricular activities.
- Achieve excellence in online education.

## FOSTER VIBRANT STUDENT LIFE

- Enhance the Chapel program.
- Broaden service and outreach.
- Revise student leadership programs.





# DEEPEN the GLCC EXPERIENCE



## CULTIVATE THRIVING CAMPUS COMMUNITY

- Maximize cornerstone events.
- Strengthen Chapel services.
- Enhance fun community activities.

## MAKE GLCC A FULFILLING CAREER DESTINATION

- Streamline onboarding procedures.
- Streamline offboarding procedures.
- Create a culture of appreciation.
- Decrease workload for people wearing multiple hats.
- Improve benefits and compensation packages.

## CREATE SMOOTH STUDENT TRANSITIONS

- Develop well-documented student onboarding procedures.
- Equip students with skills for college success.
- Develop an effective gateway into deeper community life.
- Develop well-documented student offboarding procedures assuring a "happy sendoff."



DOTY CENTER

# STRENGTHEN RESOURCES for MISSION



To fulfill its mission, GLCC will increase its financial strength and stability through building relationships and utilizing resources with churches, alumni, and the community. The College will focus its attention on how it can leverage its resources in these specific areas in order to increase the College's visibility and long-term stability and viability.

## FOSTER

### FINANCIAL STABILITY

- Expand endowment.
- Increase funded scholarships.
- Increase individual support.
- Increase church support.

## ENGAGE WITH CHURCHES

- Identify ambassadors.
- Expand volunteer opportunities.
- Host seminars and retreats.
- Host and connect outside church organizations.
- Connect students with churches.

 Great Lakes  
Christian College

 Welcome





# STRENGTHEN RESOURCES for MISSION



## INTERACT WITH ALUMNI

- Promote Alumni businesses.
- Publish Alumni stories.
- Encourage Alumni volunteer involvement.
- Develop quality mass communication with Alumni.
- Hire an Alumni Development Director.
- Increase Alumni financial support.

## BUILD COMMUNITY RECOGNITION

- Develop student ambassador initiative.
- Host and connect with community organizations.
- Connect with home school networks and Christian schools.
- Host athletic camps and events.
- Develop and nurture relationships with GLCC business sponsors.
- Initiate President's Advisors for Community Engagement (PACE).



## GROW ENROLLMENT



To fulfill its mission, GLCC will increase the awareness, consideration, and incentive of the College to individuals seeking higher education. The College will focus its attention on the areas that will aid in the recruitment and retention of students with the objective of increasing enrollment to help the College be sustainable.

## BUILD A CONSISTENT, RECOGNIZABLE BRAND

- Improve first impressions.
- Create promotional materials for academic programs.
- Create a cohesive, unified voice.
- Reformat digital footprint.

## CREATE MEMORABLE CAMPUS EXPERIENCES

- Establish a standard "visit."
- Add to the variety of campus visits.
- Standardize SWAG to enhance experience's effect.
- Evaluate effectiveness of visits.



HOME OF THE CRUSADERS



# GROW ENROLLMENT



## ADVANCE AWARENESS OF THE COLLEGE

- Hire additional Regional Admissions Recruiters.
- Build connections with Christian schools, home school networks, and student ministries.
- Become more visible outside of College.
- Improve athletic news coverage.

## ESTABLISH AN ELITE ONLINE CAMPUS

- Build hierarchical structure & complete online catalog.
- Streamline the online educational track.
- Increase dual enrollment.
- Market to former students close to degree completion.

## DEVELOP A COMPREHENSIVE DATA SYSTEM

- Use HubSpot to generate data and reporting.
- Track athletic and non-athletic visits.
- Track church and Christian school visits.

## FOSTER ATHLETIC PROGRAMS TO INCREASE ENROLLMENT

- Add new teams.
- Develop a plan for retaining athletes.
- Increase discipleship programs and opportunities.



Matthews  
Hall

6215

# FOSTER a QUALITY LEARNING ENVIRONMENT



To fulfill its mission, GLCC will provide a safe environment that features quality spaces for all students, staff, and guests. This will be accomplished by properly managing, maintaining, and remodeling the College's infrastructure, grounds, facilities, and food service to foster a quality learning environment for all students, staff, and guests, increasing student satisfaction and retention.

## CREATE A SAFE ENVIRONMENT

- Limit access to buildings.
- Install/upgrade security cameras for all buildings.
- Create and implement safety process and procedures for students and staff.
- Develop resource book for safety process and procedures.

## EXPAND TECHNOLOGY/DIGITAL COMMUNICATION

- Create student app.
- Improve computer lab/rotation of equipment.
- Develop plan for cyber security.



# FOSTER a QUALITY LEARNING ENVIRONMENT



## ENHANCE

### CAMPUS FACILITIES

- Enhance classroom appeal.
- Renovate common spaces in administration building.
- Refurbish dorm rooms and family housing.
- Increase engagement in Doty Center.

## IMPROVE CAMPUS

### CURB APPEAL

- Refresh grounds/landscaping (first impression on campus).
- Update and increase signage.
- Refurbish main entrance to Admin Building.
- Create spaces for campus engagement .
- Improve existing athletic field.

## ELEVATE

### DINING EXPERIENCE

- Upgrade dining facilities.
- Increase dining options.
- Reinvent dining room appeal/vibe.



6219



GLCC  
CRUSADERS

2007

White plaques on the brick walkway containing text, likely names or dates.

***"The need for a strong Restoration Movement college in the Great Lakes region is more critical than ever. This strategic plan positions the College to resource churches and help students reach their God-given potential by preparing them to be servant leaders in the church and world."***

Dr. Frank Weller  
President



Great Lakes  
Christian College