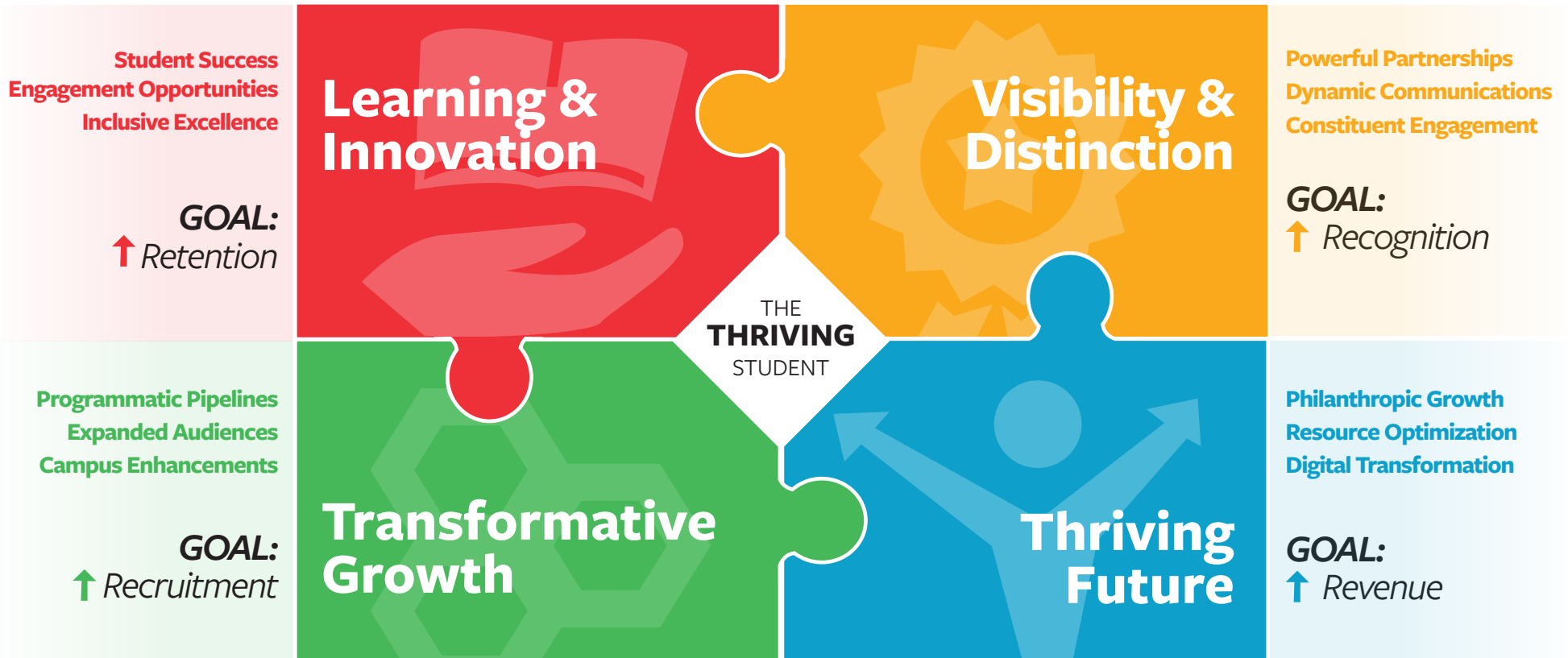


IMPACT 2025 Action Plan

VISION: Every student who experiences a Muskingum education will be prepared to thrive.



MISSION: We educate the whole person for the whole world.

LEARNING & INNOVATION

We seek new ways to be responsive to learner needs for our residential undergraduate programs and our programming for adults. Our students experience intentional programming focused on engagement and application, a comprehensive and integrated educational experience, and new program delivery models in a culture where relevance and responsiveness are embedded in everything we do.

TRANSFORMATIVE GROWTH

We develop and implement the strategies, systems, and structures that will allow us to identify, attract, and serve a broader group of students. Using focused and intentional recruitment strategies that incorporate the needs of the market along with effective and proven retention strategies geared toward our particular learners, we invest in the kind of growth that allows us to offer the best possible educational experience to all our learners.

VISIBILITY & DISTINCTION

We build a brand that captures our strengths and communicates the power of our educational experience to prospective students and their families, potential partners, and supporters from across the region, the nation, and the world. We develop strategies where the impact of the Muskie experience will be recognized and those associated with Muskingum will experience the pride of being connected to a thriving institution.

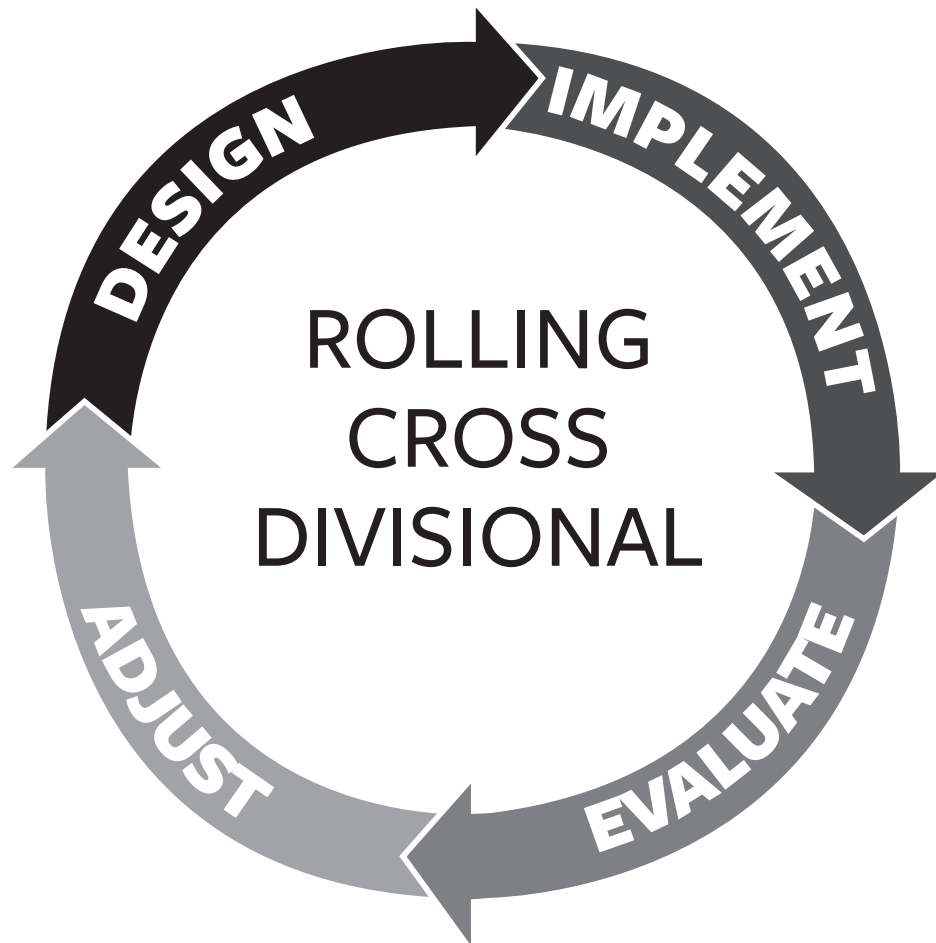
THRIVING FUTURE

We align all our resources with our strategic priorities. Informed by carefully gathered and managed data, we invest in the people, programs, and places that will be most effective in helping us accomplish our goals. We also invest in developing leadership capacity at all levels – students, staff, faculty, administrators, trustees, and alumni – to ensure that Muskingum will be well-positioned for a sustainable future.

IMPACT 2025 Action Plan

The rolling structure of this action plan model gives us the flexibility to navigate significant challenges and opportunities. The model of constantly reviewing action initiatives, adjusting them to fit current realities or to embed them more deeply in practice, and building capacity to implement new strategies continues to move us forward as we seek to create an educational experience that will prepare every student to thrive. Each goal is addressed by multiple divisions, ensuring a robust approach to attaining the goals.

ACTION INITIATIVES



EVALUATION PLAN

Program Reviews

Educational-President and Provost

Academic
Student Life
Athletics

Operational-President

Action Initiative Review

Senior Leadership Team/Leadership Groups
Board of Trustees' Committees

Dashboard Review with Feedback

Campus Community
Board of Trustees

Information Sharing

Alumni Council
IMPACT Magazine