

WHAT IS POSSIBLE?

2025-2030 Strategic Plan

Empowering learners. Transforming futures.

RENEWED VISION & MISSION

VISION

Jacksonville University aspires to be a national leader at the intersection of practical knowledge, applied learning, and new technologies—reimagining education for the future.

MISSION

We exist to educate students and empower life-long learners with vision, skills, and adaptability to make a positive impact in an ever-evolving world.

CORE VALUES

STUDENT FOCUSED

We believe that students are at the heart of everything we do. We challenge ourselves to listen to understand, act with empathy, and create transformative experiences that empower every student to thrive — in the classroom, on campus, and in life.

ENTREPRENEURIAL SPIRIT

We believe in sparking curiosity, unleashing creativity, empowering innovation, and creating opportunities that transform ideas into action, encouraging bold thinkers who are unafraid to become doers.

COMMUNITY

We believe in building a strong community that cares for one another and fostering meaningful connections that create a sense of belonging for all.

STRATEGIC PILLARS & KEY PRIORITIES

<p>Extraordinary academic experience</p>	<p>Elevate Student Experience & Success</p>	<p>Build and Foster Strong Partnerships & Communities</p>	<p>Transform Financial Processes & Models</p>	<p>Create a Culture of Operational Excellence</p>
<p>Provide an extraordinary academic experience that is forward-thinking, embraces emerging technologies, and prepares learners with practical knowledge and ever-ready skills.</p>	<p>Deliver a best-in-class, holistic student experience with intentionality that prepares every student for short- and long-term success.</p>	<p>Develop partnerships and engage stakeholders to enhance student opportunities, support academic programs, and cultivate a strong sense of community.</p>	<p>Transform our financial policies and models to ensure the long-term achievement of our educational mission and strategic priorities.</p>	<p>Optimize our operations to foster a culture of accountability and excellence by streamlining processes, promoting clear communication, and ensuring transparency to enhance the experiences of faculty, staff, and students.</p>

EXTRAORDINARY ACADEMIC EXPERIENCE

Provide an extraordinary academic experience that is forward-thinking, embraces emerging technologies, and prepares learners with practical knowledge and ever-ready skills.

1

Develop modernized and integrated academic offerings that align with our strengths, future trends, and foster cross-disciplinary learning to build ever-ready skills and practical knowledge for all students through relevant, adaptable programs.

2

Adopt emerging technologies that innovate and extend teaching, learning, and skills to provide our students with a distinctive educational experience, thereby giving them a competitive advantage.

3

Advance flexible, student-centered academic pathways through diverse, adaptive instructional models that reflect varied student goals and learning styles.

4

Support faculty innovation and academic excellence through professional development, interdisciplinary collaboration, clear standards, and continuous improvement.

Modern and Integrated Curriculum

- Align academic offerings with both our university strengths and emerging career and graduate education trends.
- Design interdisciplinary paths that combine liberal arts and professional disciplines.
- Streamline majors and encourage cross-college study through double majors and minors.
- Embed contemporary topics with a foundational perspective into disciplinary curricula in ways that remain nimble and relevant.

Student-Centered and Flexible Learning Models

- Implement flexible degree pathways that reflect diverse student goals and learning styles.
- Develop competency-based approaches that recognize varied learning paces and prior experiences.
- Expand online and hybrid options to increase access and adaptability.
- Strengthen assessment and feedback systems to drive continuous academic improvement.

Faculty Innovation and Academic Excellence

- Support faculty innovation through professional development, interdisciplinary collaboration, and building a culture of grantsmanship.
- Promote consistent academic standards and collaboration across colleges to streamline workflow and reduce faculty service burden.
- Engage faculty expertise to evolve the academic experience continuously.

ELEVATE STUDENT EXPERIENCE & SUCCESS

Deliver a best-in-class, holistic student experience with intentionality that prepares every student for short- and long-term success.

1	2	3	4
<p>Create a sense of belonging for all students through a strong campus where interactions are personal and caring, engagement is meaningful at every level, and experiences are recognized and celebrated.</p>	<p>Provide opportunities for holistic growth & personal development through proactive, flexible support systems, awareness of resources, and fostering self-awareness and emotional intelligence to help all students thrive.</p>	<p>Enhance academic advising by establishing a strong foundation early in the student journey, ensuring resource continuity, and implementing proactive, personalized planning to support student success throughout their academic career.</p>	<p>Prepare students for career readiness and lifelong professional success through co-curricular engagement, hands-on learning, and career pathways that build essential professional skills, foster leadership, and communication to be successful in an ever-evolving global society.</p>

BUILD AND FOSTER STRONG PARTNERSHIPS & COMMUNITIES

Develop partnerships and engage stakeholders to enhance student opportunities, support academic programs, and cultivate a strong sense of community.

1	2	3
<p>Strengthen and activate our alumni network to foster meaningful engagement that supports student development, enhances university connections, and advances institutional goals.</p>	<p>Strategically expand corporate and non-profit partnerships that connect to and strengthen our academic programs, enrich student and faculty engagement, and elevate the University's reputation nationally.</p>	<p>Facilitate internal and external collaboration to amplify thought leadership locally, regionally, and nationally, to address social, political, and economic issues. Be a convener.</p>

CREATE A CULTURE OF OPERATIONAL EXCELLENCE

Optimize our operations to foster a culture of accountability and excellence by streamlining processes, promoting clear communication, and ensuring transparency, thereby enhancing the experiences and satisfaction of faculty, staff, and students.

1	2	3	4
<p>Advance our analytics and reporting systems by leveraging generative AI and emerging technologies to enhance data-driven planning, monitoring, tracking, and continuous improvement across all university functions.</p>	<p>Enhance administrative transparency and accountability to support institutional effectiveness and foster greater trust through clear two-way internal communication practices.</p>	<p>Establish sustainable capital budget planning models for infrastructure, technology, and campus improvements.</p>	<p>Prioritize facilities and IT enhancements to improve the quality of residential living experience, promote student and workplace collaboration, enable modernized academic technology platforms, and continually improve data governance and cybersecurity.</p>

TRANSFORM FINANCIAL PROCESSES & MODELS

Transform our financial policies and models to ensure the long-term achievement of our educational mission and strategic priorities.

1	2	3
<p>Align all decision-making across the University with long-term institutional and financial goals.</p>	<p>Implement financial best practices and standard operating policies to promote consistency and discipline across all university entities.</p>	<p>Align the comprehensive revenue strategy, including the tuition revenue model, endowment strategy, and auxiliary services, with our expenses and infrastructure targets to drive long-term financial health and growth.</p>

