

2027 PLATINUM PLAN



A STRATEGIC VISION

for

Lubbock Christian University's 70th Anniversary

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OUR MISSION & VISION

Lubbock Christian University is a Christ-centered, academic community of learners, transforming the hearts, minds, and hands of students for lives of purpose and service.

LCU will be a leading Christian university, known for its academic excellence and its commitment to faith that seeks understanding, where wisdom is pursued, vocation is discerned, and service is fostered.

OUR IDENTITY AND VALUES AS A CHRIST-CENTERED ACADEMIC COMMUNITY

We are authentically Christ-centered, guided by our faith in Jesus in every dimension of our life as a community of higher learning.

- **We are committed to students**, providing a transformative educational experience that equips students for lives of integrity.
- **We are scholars and co-discoverers**, guided by Christian wisdom while diligently seeking the truth in every discipline.
- **We are a welcoming community**, embodying a spirit of hospitality in every aspect of our lives together.
- **We are thoughtfully engaged**, serving as agents, models, and witnesses of the Kingdom of God in our families, churches, and communities.
- **We practice the highest standards of excellence**, “working with all of our hearts as working for the Lord,” and glorifying God in all we do.
- **We act with integrity**, discerning right from wrong, speaking the truth, and keeping our commitments.
- **We treat others with dignity and respect**, valuing each person as one made in God’s image.

OUR CALLING TO TRANSFORM HEARTS, MINDS, HANDS, AND LIVES

We are compelled by the Incarnation of Christ to be the visible presence of Jesus.

"The Word became flesh and made his dwelling among us." —John 1:14

We find our identity and purpose as a community in the Greatest Commands.

"'Love the Lord your God with all your heart and with all your soul and with all your mind.' This is the first and greatest commandment. And the second is like it: 'Love your neighbor as yourself.'" —Matthew 22:37-40

We participate in the redemptive work of Christ for the Kingdom of God.

"Therefore, if anyone is in Christ, the new creation has come: The old has gone, the new is here! All this is from God, who reconciled us to himself through Christ and gave us the ministry of reconciliation." —2 Corinthians 5:17-18

We help students discover their created purpose and discern a compelling sense of vocation.

"For we are God's handiwork, created in Christ Jesus to do good works, which God prepared in advance for us to do." —Ephesians 2:10





2027 STRATEGIC GOALS

The goals of the 2027 Platinum Plan are integrally connected to LCU's mission, identity, and core values, which are rooted in the truth of God's word. These goals will guide institutional decisions and resource allocation, and the specific strategies below each goal demonstrate how such ideals and expectations will be implemented in the life and work of the university.



GOAL #1

ENRICHING ACADEMIC EXCELLENCE AND INNOVATION

The academic life of LCU requires continual growth and strategic support for our faculty and students, as they engage in meaningful and productive opportunities for professional development, scholarly research, and innovative curricular and co-curricular experiences. Such growth and support will focus on enrichment and innovation, strengthening what we already do well and developing what we need.

We will continue to develop and expand the reach of our high-impact programs, such as the Honors College and Undergraduate Research, and we will continue to support and strengthen our high-performing areas such as Education and Pre-Professional Health. Our approach to academic innovation will strictly adhere to our mission, be sensitive to needs in the market, and focus on opportunities to increase financial margin for the university. We will champion innovative concepts and initiatives with the perspective of potential return and benefit to LCU.

STRATEGIES:

- **ENGAGE STRATEGICALLY**
Enhance and expand resources for academic engagement, including Honors College initiatives, endowed professorships, named schools and colleges, and state of the art learning spaces
- **INNOVATE RESPONSIBLY**
Invest in the development and support of undergraduate and graduate academic programming that fosters academic excellence, expands opportunities for student learning, and has potential for enrollment growth
- **IMPROVE CONTINUOUSLY**
Clarify processes, strengthen communication, and enhance efficiencies
- **COLLABORATE EFFECTIVELY**
Partner across campus to adopt best practices for faculty involvement in recruitment and retention



GOAL #2

EXPANDING HOSPITALITY AND CULTURAL DIVERSITY

At LCU, love for Christ compels us to actively seek the good of others: “we love because he first loved us.” His love also inspires us to “become all things to all people,” and we express this love through service and hospitality toward others. We celebrate and welcome cultural diversity first by acknowledging its origin—the fact that we are made in the image of God and that we all share the likeness of our Father and Creator.

We are committed to expanding the cultural diversity of our community in order to more fully reflect God’s creative expression through individuals. Christ’s challenge to “love one another as I have loved you” is the standard of how we treat one another in our work to increase students’ sense of belonging. We will honor and increase the diversity of our students, faculty, and staff; we will expand opportunities for underserved communities; and we will develop areas of inquiry, knowledge, and exploration with global reach and implications. Our students will grow in appreciation for the multiculturalism inherent in God’s world and in Christ’s Kingdom, gaining cultural competence for serving and leading in both the local and global communities.

STRATEGIES:

- **RECRUIT BROADLY**
Expand recruiting practices to ensure all prospective students, faculty, and staff feel invited to join our community
- **WELCOME FULLY**
Ensure that all students can experience belonging by providing them opportunities for engagement and by connecting them to resources that support their success
- **SERVE DILIGENTLY**
Create a culture of service that permeates campus and engages all faculty, staff, and students to serve locally and globally
- **HONOR AUTHENTICALLY**
Develop awareness and appreciation for the image of God, more fully represented in a diverse and welcoming community



GOAL #3

ENGAGING STUDENTS FOR SUCCESS

We are committed to connecting students with resources and relationships to help them succeed in the classroom and beyond, recognizing that each LCU student is God's "workmanship, created in Christ Jesus to do good works." We will value each student's journey toward knowing themselves and fulfilling their created purpose, bringing glory to God on earth by finishing the work He has given them to do (John 17:4).

Mentoring relationships that challenge and support students are integral to transformation and the discovery of purpose and vocation. We will enrich existing mentoring, student engagement, and community building work done through academic advising, academic support, student life, and student professional development. Additionally, we will continue to promote high impact practices such as internships, service learning, common intellectual experiences, study abroad, and capstone courses, creating meaningful connections that help students persist and graduate.

STRATEGIES:

- **ENRICH COMMUNITY**
Expand opportunities within the context of our Christ-centered mission for nurturing healthy student relationships with one another and within the campus community
- **STRENGTHEN RETENTION**
Increase student retention by promptly connecting students with needed resources while removing barriers that hinder success
- **PROMOTE OUTCOMES**
Equip students well for chosen vocation or graduate/professional education and better promote successful student outcomes internally and externally
- **STREAMLINE PROCESSES**
Provide efficient and reliable resources to successfully navigate the full student experience – with an emphasis on usability and adaptability



Cardinal
The cardinal is the state bird of Texas.
It is a symbol of the state's rich history and culture.
The cardinal is also a symbol of faith and hope.
It is a bird that is often seen in the state capital.
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GOAL #4

EQUIPPING LCU FOR THE FUTURE

Stewardship is essential, as the sustainability of the mission and the impact of the university rely upon our faithful development and oversight of LCU's financial, physical, and human resources. To support our mission well into the future, we must diligently manage our current revenues, thoughtfully pursue enrollment increases, responsibly develop the university endowment, and continue to foster deep and meaningful relationships with alumni, donors, friends, and various stakeholders in the communities we serve.

We will continue to improve LCU's physical environment to ensure institutional resources are utilized effectively to support students, faculty, staff, and guests. We will evaluate existing processes, programs, and technologies necessary to sustain academic quality and student success, and we will explore innovative ways to leverage resources aimed at student recruitment and retention. With a firm commitment to growing the university, we will strive for efficient and effective resources management that maximizes support for students, academic programs, and the physical plant.

STRATEGIES:

- **GROW ENROLLMENT**
Attract and recruit students who resonate with our mission and invest in the LCU experience
- **INCREASE ENDOWMENT**
Develop the university endowment through deep and meaningful relationships with alumni, donors, and friends
- **INVEST RESOURCES**
Develop and utilize robust enrollment and revenue projection modeling to evaluate existing resource allocation and invest in new academic programming opportunities
- **ESTABLISH PRIORITIES**
Set funding priorities for capital to improve cash flow without substantially increasing operating costs



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