



1858

**BAKER**  
UNIVERSITY  
*Own Confidence*

785.594.6451 or 800.873.4282

[www.bakerU.edu](http://www.bakerU.edu)



Baker University is accredited by the Higher Learning Commission of the North Central Association of Schools and Colleges for degree programs in arts, sciences and professional curricula at the associate, bachelor's, master's and doctoral levels. Its accreditation has been continuous since first granted in 1913 and was most recently renewed in 2012.

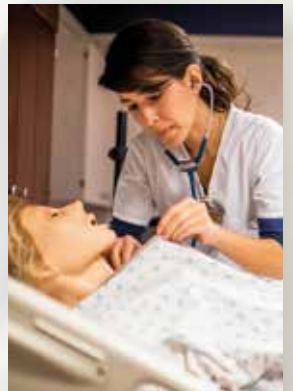
# *Strategic Goals*



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# BAKER UNIVERSITY

Baker 2020






# *Our History*

In 1858 a group of Methodist ministers founded Baker University in an attempt to bring education to the settlers' rough prairie existence. Named for Osmon Cleander Baker, a distinguished scholar and bishop of what is now the United Methodist Church, the school holds the honor of being the first four-year university in Kansas.

Since then Baker has evolved into a comprehensive University with four schools — the College of Arts and Sciences, School of Professional and Graduate Studies, School of Nursing and School of Education — serving nearly 3,500 students at campuses in Kansas and Missouri.

With three buildings on the National Register of Historic Places, Baker has a rich history within intimate academic settings, filled with traditions, memories and landmarks.

Campus traditions — academic, professional and social — have developed throughout Baker's history. The University has faced adversity, prosperity, tragedy and joy, and through it all, Baker's students and professors have retained a close-knit sense of community. The end result is a highly respected community of higher learning.



# Mission



*Baker University is committed to assuring student learning, and developing confident, competent and responsible contributors to society.*

# Vision



*Building on its heritage, Baker University will expand its academic presence as a First Choice institution by inspiring students to gain knowledge, perspective and compassion so they may contribute meaningfully to an increasingly complex, interdependent and global society.*

# Values



*In honor of our relationship to the United Methodist Church, Baker University values:*

- *Student learning and academic excellence*
- *Critical thinking, inquiry and freedom of expression*
- *Integrating learning with faith and values.*
- *Connections*
- *Inclusiveness*
- *Service to the community*



# From the President

*Dear University Community,*

Thank you for your hard work on our Baker 2020 Strategic Plan. Your insight and feedback over the last two years in completing our Higher Learning Commission Accreditation Self Study, then using the Study to inform and define our Strategic Planning process has resulted in this Plan.

I believe our goals will allow us to clearly boast that we are a *First Choice* Institution: one that is top of rankings, top of lists, and most importantly, top of mind. Whether a student is a recent high school student who is seeking a residential experience, a seasoned adult student looking to further his or her career, an educator looking to move into administration or to improve teaching skills, or a person looking to enter the nursing profession, we want Baker in the forefront in the college selection process. Being *First Choice* reflects in our enrollments and, of course, in our finances. Our donor giving and the number of grants received increases, and the faculty, staff and students are stellar.

We have much work ahead of us, and I am convinced we have the plan and the people to fulfill our goals and achieve our dreams!

*Dr. Pat Long*



# Baker 2020

**Strategic Goal I:** Baker University will achieve regional and national recognition and reputation for quality academic programs, faculty, staff and students.

*By 2020, Baker*

1. Students will score above students at peer institutions on nationally normed exams.
2. Graduating seniors will score significantly higher than peers on all five benchmarks of the National Survey of Student Engagement.
3. University will rank first in Kansas and in the top quartile for Midwestern comprehensive universities.





# Baker 2020

## Strategic Goal 2: Baker University will reach capacity through increased on-ground and expanded on-line offerings.

*By 2020, Baker*

1. Baldwin City campus full-time enrollment will consistently exceed 1,000 students.
2. Retention rate for first-time, full-time, degree seeking students will consistently exceed 80%.
3. Total enrollment will consistently exceed 4,000 students.



# Baker 2020

**Strategic Goal 3:** Baker University will have the resources necessary to sustain and grow the academic mission.

*By 2020, Baker*

1. Financial ratios will be consistently at the highest level.
2. Annual scholarship fund will consistently exceed \$1.5M.
3. Technology and facilities plans will be annually adjusted to ensure learning spaces and technological resources meet industry standards.



# Baker 2020

**Strategic Goal 4:** Baker University will prepare students to be effective global citizens, bringing positive change to their communities.

*By 2020, Baker*

1. Institute for Leadership and Positive Change will be fully funded and provide leadership development opportunities for all Baker students.
2. Students will all have significant global components in their required coursework.
3. Students participating in international and intercultural experiences will double.
4. Students will have the opportunity to graduate with Civic Honors.



# *Achieving Baker 2020*

## 2013-14 Action Plans

1. Expand the Leadership Distinctive by securing funds to hire a recognized faculty member with business/entrepreneurial/change expertise and begin the remodel of Jolliffe Hall to house the Institute for Leadership and Positive Change **(Goal 1 and Goal 4)**
2. Increase engagement scores of graduating seniors on the National Survey of Student Engagement, exceeding peers on four of the five benchmarks **(Goal 1)**
3. Build retention efforts in Baldwin City that will yield a freshman to sophomore retention rate of at least 77% **(Goal 2)**
4. Fund and begin construction on the remodel and addition of Harter Union **(Goal 3)**
5. Deliver four new academic programs or concentrations to increase enrollment **(Goal 2)**
6. Launch the Baker Fund for Scholarships Initiative and increase annual giving by 15% **(Goal 3)**