

George Fox University Strategic Initiatives

1

Cultivate Thriving People

Year 3 of 3-Year Initiative

Champion: Nichole Drew
Asst. Champion: Rob Felton

- A. Increase reach of and participation in employee development and engagement programs
- B. Cultivate a thriving, diverse and inclusive community where all members share their unique gifts and experience belonging
- C. Implement innovative work models to achieve balance between employee well-being and optimal work performance

2

Grow Market-Driven Programs

Year 3 of 3-Year Initiative

Champion: Mary Peterson
Asst. Champion: Lindsay Knox

- A. Launch and develop high-barrier, high-demand healthcare programs
- B. Expand George Fox's role in lifelong learning
- C. Expand GFD offerings to reach new learner populations
- D. Generate a new market-driven operating model for portfolio calibration

3

Innovate for Effectiveness and Sustainability

Year 2 of 3-Year Initiative

Champion: Vicki Piersall
Asst. Champion: Shawn Daley

- A. Explore opportunities for automation in operations
- B. Improve financial efficiencies throughout the institution
- C. Implement best practice cybersecurity measures to safeguard the mission
- D. Develop adjacent business models in service of the mission

4

Advance a Thriving Student Experience

Year 2 of 3-Year Initiative

Champion: Brad Lau
Asst. Champion: Arminda Lathrop

- A. Improve on our existing delivery of exceptional academic outcomes
- B. Extend the impact of spiritual life and transformation efforts on campus
- C. Expand the quality and number of meaningful connections and experiences for linking students to campus identity
- D. Increase opportunities for vocational development and engagement

5

Serve the Community

Year 2 of 3-Year Initiative

Champion: Robin Baker

- A. Strengthen GFD as an independent digital enterprise of the university
- B. Formalize George Fox Ventures as a community benefit property development and management endeavor
- C. Organize a K-12 educational system with a demonstration lab school to enhance private education in the region
- D. Accelerate industry partnership building to create new enterprises that enhance workforce readiness and economic impact