

# George Fox University Strategic Initiatives

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## Cultivate Thriving People

### Year 2 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

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## Grow Market-Driven Programs

### Year 2 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

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## Innovate for Effectiveness and Sustainability

### Year 1 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

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## Advance a Thriving Student Experience

### Year 1 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

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## Serve the Community

### Year 1 of 3-Year Initiative

Champion: Robin Baker

- A. Launch GFD as a stand-alone operation in service to new and wider educational audiences.
- 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.