Augsburg University educates students to be informed citizens, thoughtful stewards, critical thinkers, and responsible leaders.

The Augsburg experience is supported by an engaged community that is committed to intentional diversity in its life and work. An Augsburg education is defined by excellence in the liberal arts and professional studies, guided by the faith and values of the Lutheran church, and shaped by its urban and global settings.
IN 2019, AUSBURG WILL BE A NEW KIND OF STUDENT-CENTERED, URBAN UNIVERSITY, SMALL TO OUR STUDENTS AND BIG FOR THE WORLD.
Dimension 1:
EDUCATING FOR LIVES OF PURPOSE

Educating for lives of purpose—across the disciplines, beyond the classroom, and around the world.

Goal 1:

Because we seek to prepare students for civic agency in a complex world, Augsburg’s signature curricula prepare students to think and act across the boundaries of ideas, values, and disciplinary perspectives.

STRATEGY 1: INVEST IN CURRICULAR INNOVATION

- Integrate the liberal arts and professional studies
- Engage innovative thinking and collaborative pedagogies at the intersection of science, business, and religion
- Design the academic program for breadth and depth in understandings and skills necessary for graduates to meet 21st century needs
- Enrich the curriculum with core commitments to faith and spiritual inquiry, vocational discernment, civic engagement, and global understanding
Goal 2:
Because an Augsburg education is defined by excellence, the university recruits, retains, supports, and celebrates an accomplished faculty fully committed to the academic and personal success of students.

STRATEGY 2: INVEST IN FACULTY

›› Hire and retain the very best faculty—experts in their areas and whose values align with the university’s mission

›› Strengthen support for faculty professional development and growth over the long trajectory of an academic career

›› Support faculty in developing pedagogies that are effective with Augsburg’s intentionally diverse mix of students

›› Recognize and reward faculty excellence

Goal 3:
Because we believe in meeting students where they are while challenging them to achieve, Augsburg equips all students to succeed.

STRATEGY 3: INTEGRATE AND STRENGTHEN STUDENT SUCCESS EFFORTS

›› Create a common set of student learning outcomes that integrate academic and co-curricular learning

›› Strengthen our assessment practices across all programs

›› Ensure the success of our students with robust, coordinated, and proactive support services
At the table with our neighbors and institutional partners, shaping education to address the world’s needs.

Goal 4:

Augsburg is a vibrant and diverse learning community, intentionally reflective of a complex, interconnected world.

STRATEGY 4: SHAPE AND STRENGTHEN OUR LEARNING COMMUNITY

▶️ Create and refine high-impact programs and enrollment partnerships that leverage Augsburg’s strengths

▶️ Fully implement and operationalize pipelines enrollment strategy across the organization, cultivating relationships and networks that help strengthen our distinction and enrollment performance

▶️ Pursue new models to increase international recruitment

▶️ Increase our effectiveness in diversity and inclusion across all programs
Goal 5:
Augsburg is fully engaged in community, industry, and education partnerships, equipping students to discover their gifts, discern their vocations, and open doors to careers.

STRATEGY 5: EXPAND AND SYSTEMATIZE EXPERIENTIAL OPPORTUNITIES

›› Build and maintain a portfolio of relationships with employers and civic leaders who share our vision of how Augsburg graduates exemplify the 21st century professional

›› Increase career-focused and pre-professional opportunities with corporate/industry and institutional partners

›› Create a comprehensive set of offerings and a portfolio-based record that fully integrate experiential learning for every Augsburg undergraduate

›› Develop comprehensive analytics on the post-graduation activities and achievements of Augsburg alumni and the longer-term impact of their Augsburg education

Goal 6:
Because leadership calls us out into the world in bold and embodied ways, Augsburg is widely known for its core commitments—faith and spiritual inquiry, vocational discernment, civic engagement, and global understanding.

STRATEGY 6: PUBLICLY ADVANCE CORE COMMITMENTS

›› Strengthen Christensen Center for Vocation efforts to make Augsburg a recognized, leading national authority on the discernment of vocation

›› Expand Strommen Center efforts to include employer relations, and organize alignment of Christensen and Strommen centers around vocation and the concept of meaningful work

›› Develop and pursue a strategy for the Sabo Center to become a recognized, leading national authority on civic engagement in higher education

›› Leverage the signature, experience-based pedagogical model of Augsburg's Center for Global Education and Experience for program innovation that advances global understanding for students at Augsburg and elsewhere
Goal 7:

As a place-based institution—in, of, and anchored in the communities we serve—Augsburg University facilities are welcoming, sustainable, and designed for educational excellence enriched by neighbors and partners.

STRATEGY 7: INVEST IN FACILITIES, CENTERED ON CSBR

- Build and open a new Center for Science, Business, and Religion, and pursue a multi-phase plan that assures ultimate completion of its accompanying master plan initiatives (central campus greenway, Murphy Square connections, etc.)
- Engage anchor partnerships in developing, improving, and sharing resources that serve Augsburg, our neighborhood, and our wider community
- Implement and maintain a plan to eliminate all previously identified deferred maintenance
- Reduce carbon footprint per GreenBy2019 commitment
Goal 8:
Augsburg is a 21st century university designed to keep our promises.

STRATEGY 8: ORGANIZE AUGSBURG FOR NEW LEVELS OF COLLABORATION, EFFICIENCY, AND EFFECTIVENESS

›› Improve systems and practices of shared governance and collaborative leadership
›› Implement systems and practices of strategic workforce planning and workforce development across the institution
›› Apply shared service models to Augsburg infrastructure, services, and programs
›› Implement systematic and visible processes of evidence-based decision making and assessment across the institution

Goal 9:
Augsburg is a sustainable and vital force for educating future generations.

STRATEGY 9: BUILD AUGSBURG’S FINANCIAL STRENGTH AND FINANCIAL SUSTAINABILITY

›› Improve Augsburg’s annual financial performance as measured by growth in financial resources and increased institutional flexibility
›› Improve financial management at all levels of the organization—multi-year budget planning, strategic prioritization of resources, forecasting, and modeling
›› Leverage Augsburg’s various assets—academic, human, physical, and fiscal—to enhance the university’s sustainability through new and enhanced net revenue streams
›› Develop and launch a plan to increase Augsburg’s endowment to a level commensurate with the operating budget while also diversifying the support such funds provide