



2028 STRATEGIC PLAN

— *at* LETOURNEAU UNIVERSITY —

THE NATIONAL CHOICE
FOR CHRISTIAN
POLYTECHNIC EDUCATION

HOSPITALITY TOWARD
OUR EAST TEXAS
COMMUNITY AND
THE WORLD

ENRICHING
EMPLOYEE
EXPERIENCE

RESILIENT &
DIVERSIFIED
FINANCIAL POSITION

TRUSTED NATIONAL
VOICE ON FAITH,
SCIENCE, & TECHNOLOGY

UNPARALLELED
STUDENT
EXPERIENCE



INNER CORE
REPRESENTS WHO
WE WILL BE



OUTER PIECES
REPRESENT WHO
WE WILL SERVE



LETOURNEAU UNIVERSITY'S 2028 STRATEGIC PLAN

NATIONAL CHOICE

2028 OBJECTIVE

Desiring to faithfully steward God's gifts for Kingdom impact, LeTourneau will solidify our status as the national choice for Christian polytechnic education among students and their families and networks. We will improve our recruiting, retention, and Christian formation of both students and employees to fulfill our promise as The Christian Polytechnic University by strengthening our distinctive and comprehensive learning environment.

GOALS

- 1. Excellent Programs:** Amplify LeTourneau's distinctive Christian polytechnic educational excellence by continuously refining academic programs and student job placement initiatives.
- 2. Teaching and Discipleship:** Foster exceptional teaching and discipleship by experienced, highly qualified, mission-aligned faculty.
- 3. Enrollment Growth:** Substantially grow LeTourneau's population of degree-seeking students who can excel at LeTourneau.

TRUSTED VOICE

2028 OBJECTIVE

Rooted in our unique Christian polytechnic identity, LeTourneau University will cultivate and share coherent biblical wisdom that helps students, employees, and other stakeholders flourish in our tech-saturated world as we nurture the trust, expertise, and relationships needed to expand our influence for the good of our society and the church.

GOALS

- 1. Broaden & Deepen:** Offer a biblical vision of flourishing in a technological and scientific world by broadening engagement and deepening the expertise of faculty and the campus community.
- 2. Embodied Flourishing:** Help faculty, staff, and students embody Christian flourishing in our technological context.
- 3. Content and Programming:** Design, build, and test content and programming that will serve as the base for future leadership on the theory and practice of integrating faith and technology.



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EMPLOYEE EXPERIENCE

2028 OBJECTIVE

LeTourneau will nourish its culture of engagement by offering competitive compensation and benefits, communicating clear expectations, supporting personal and professional development, and fostering the integration of faith and work.

GOALS

- 1. Feedback Responsiveness:** Grow workplace health by expanding and supporting systematic institution- and unit-level engagement with employee engagement survey results.
- 2. Growth and Development:** Enhance employees' professional skills, leadership potential, breadth of background and giftedness, and ability to integrate their Christian faith with their work at LeTourneau University.
- 3. Clarity and Compensation:** Ensure competitive and attractive compensation and benefits to attract and retain mission-fit faculty and staff with clear and shared expectations about job responsibilities.

STUDENT EXPERIENCE

2028 COMMITMENT

Motivated by our distinctively Christian mission and love for students, LeTourneau University will nourish a culture that anticipates students' needs from first inquiry through graduation and job placement, exceeds their expectations of curricular and co-curricular engagement, and celebrates their unique gifts and successes.

GOALS

- 1. User-Friendly Experience:** Foster an increasingly user-friendly experience for all LeTourneau students.
- 2. Engagement and Celebration:** Enhance student engagement and well-being through personal, spiritual, and academic growth opportunities and a university-wide culture of celebrating students' unique gifts, backgrounds, milestones, accomplishments, and voices.
- 3. Campus Improvements:** Elevate LeTourneau's on-campus student experience by investing in improvements to residence halls, beautification, and on-campus dining options.



HOSPITALITY

2028 COMMITMENT

Responding to God's generosity and call to love our neighbors according to the pattern of Jesus, LeTourneau will foster a humble culture of hospitality. Through service and mutual exchange of gifts, we will partner with others to seek the common good.

GOALS

- 1. Hospitality as a Virtue:** Cultivate hospitality as a characteristic virtue of LeTourneau University.
- 2. Frameworks for Welcome:** Frame practical systems to thoughtfully welcome guests, proactively learn from our neighbors, and meaningfully serve local communities.
- 3. Partnerships:** Further strengthen and integrate partnerships in Longview and beyond that deepen LeTourneau's community engagement and benefit our students and community.

FINANCIAL RESILIENCE

2028 COMMITMENT

Building on a solid financial foundation, LeTourneau University will expand its capacity to invest in employees and students and respond strategically to opportunities by growing all major revenue streams and implementing best-practice systems for managing and allocating resources.

GOALS

- 1. Strong Position:** Maintain an overall financial position that supports robust operations and mission-driven investment.
- 2. Stewardship Processes:** Institute strategy-driven, campus-wide processes that foster confident and transparent stewardship for all stakeholders.
- 3. Revenue Growth:** Grow major revenue streams by 2028:
 - a. Achieve net profit from RGRD.**
 - b. Increase net auxiliary revenue.**
 - c. Produce neutral or positive net revenue from enrollment growth while maintaining student accessibility.**
 - d. Reach \$180M "Build with Purpose" campaign goal, including increasing the university endowment to \$62M by 2028.**
 - e. Double value of applications for sponsored programs and research grants.**

