



Campus Communication

2/24/2020

Creating our future together

In its Executive Session on Saturday afternoon, February 22, 2020 the North Park University Board of Trustees unanimously voiced its endorsement for **North Park Next** – the exciting, three-phase collaborative enterprise that will help us create an inspiring future for the University we love.

Following the Board’s endorsement, we are delighted to now introduce **North Park Next** to our campus community.

Understanding and embracing our core mission and strengths, facing head-on the challenges present in higher education today, we now begin the **Strategic Planning** process that will lead to a healthy and sustainable future for North Park University.

In the sum of our three distinctives, Christian, city-centered and intercultural, we at North Park University find our unique value, our competitive advantage -- *and our vital opportunity to emerge as the **model** for Christian higher education in 21st Century America.*

This is the compelling future that, together, we will plan, create, and pursue through **North Park Next.**

In order to answer this calling, we must thoughtfully, but expediently, address the following:

- We must review and strengthen our current programs of excellence, while identifying new opportunities for increased enrollment and revenue growth.
- We must seize strategic opportunities for new programs, and design and execute at the highest level possible.
- We must examine and improve our current business practices to secure a strong financial future -- and the healthy financial margin needed to reinvest in our mission, reward innovation, and improve compensation and support.

North Park Next was respectfully introduced for the Board’s consideration and discussion during a morning executive session on Friday, February 21 and unanimously endorsed on Saturday, February 22.

North Park Next – Phase I

Data Gathering and Analysis

Who?

A comprehensive effort of university wide data-gathering and review will take place in Phase I, supported by Gray Associates -- a consulting and data gathering firm with an extensive national record of success in higher education. The President, Senior Team and an internal cross-campus working group of trustees, faculty and staff will undertake this work. This inclusive **North Park Next working committee's** approach to the work will exemplify the institution's very best.

What?

This first phase of **North Park Next** is a data-driven process and marks the first time that our university has gathered and engaged this level of depth and breadth in institutional data. Together we will study the data gathered about North Park's current students, current academic offerings and key metrics, organizational structure, facilities, and financial model. We will identify opportunities for strategic resource management and new net revenue opportunities that will be mission-consistent and market-aware; and determine what programs and practices to start, adjust, sustain and grow.

The data emerging from this effort will be highly beneficial to our HLC accreditation process, affirming our commitment to ongoing assessment and review of our current programs and practices.

When?

Detailed data gathering will occur through the winter months of 2020 and will culminate in a two-day workshop to be held in April 14-15, 2020 with two vital objectives and outcomes:

- 1) Identification of new strategic opportunities that may emerge from our findings, and
- 2) review of the data regarding current student demographics and enrollments, course selections, financial aid distributions and financial accuracies of existing programs.

Based on the results of the data gathering process, and the observations and findings reached by the **North Park Next** working committee, plans for strategic immediate opportunities can be developed, along with plans for funding the development and implementation of any timely opportunities.

North Park Next – Phase II

Institutional Strategic Planning

A Strategic Planning process will mark Phase II of **North Park Next**. Strategic Planning will depend on a number of reliable factors and collaborative experiences:

- 1) The evidence and information gathered by Gray Associates, and recommendations from the North Park Next working committee.
- 2) The selection of a proven professional strategic planning consultant.
- 3) North Park's SWOT analysis.
- 4) Campus and constituency input.
- 5) The leadership and endorsement of our North Park Board of Trustees.

North Park Next – Phase III

Implementation

With God's help and your faithful partnership in **North Park Next**, our University will secure its academic and financial future and emerge as the premier model for Christian higher education in 21st Century America.

With gratitude and respect,

Mary K. Surridge
President