



2021-22 Institutional Goals

Align with The Carlow Commitment
Strategic Vision 2019-2025

GOAL # 1:

Increase the awareness of Carlow University across the region.

Increase awareness and understanding of the Carlow brand across the region so that people know us and understand who we are by the niches we have created.

Emphasize Carlow's focus on:

- Elevating social mobility by preparing students to be job-ready,
- Providing excellent academic instruction,
- Embrace and promote our Mercy/Catholic heritage.
- Serving as a vehicle for social justice.

GOAL # 2:

Create an academic experience that prepares students to meet the needs of the 21st Century.

Our curriculum and majors will drive students to enroll at Carlow and prepare them to meet the needs of the 21st Century.

GOAL # 3:

Enhance the student experience inside and outside the classroom.

Create a student experience that helps students develop holistically.

GOAL # 4:

Enhance the employee experience.

We must demonstrate equity, reward, and recognize achievements, and provide an overall compensation and benefit package that reinforces each employee's value to the institution and its mission and inspires loyalty.

GOAL # 5:

Build on our position as an institution recognized for ethical leadership that promotes and executes a social justice agenda.

Carlow's actions demonstrate a commitment to ethical leadership and social justice.

We will also serve a coalition-builder committed to coordination of social justice efforts dedicated to accelerating the pace and measurement of progress for our campus, city, and the region.

GOAL # 6:

Achieve operational efficiencies.

Our processes and systems work seamlessly and help us to execute, be more decisive, and lead the institution in a cohesive manner.

GOAL # 7: **Increase revenues**

We must create new revenue streams that will bring in new resources.

We must reprioritize existing resources to thrive financially while having the capacity to excel in our niches and grow our brand awareness.