

# Viterbo University

# 2020 Strategic Plan



## IDENTITY STATEMENT

Founded by the Franciscan Sisters of Perpetual Adoration, Viterbo is a Catholic, Franciscan university in the liberal arts tradition.

## DELIVERING OUR PROMISE

We will provide all our students with a transformational educational experience that develops their unique talents, passions, and leadership potential. This distinctive Viterbo education will lead to success in their chosen academic field and future career.

## OWNING OUR FUTURE

We will enhance and demonstrate the “Viterbo difference” through which we transform the lives of all our students. We will further develop our employees, campus culture, facilities, and programming to further this distinction and to best serve our students and communities.

## STRENGTHENING OUR CONNECTIONS

We will strengthen our position as the regional partner of choice for employers and other organizations as Viterbo meets the evolving needs of the community.

## GROWING OUR VALUE

We will offer new undergraduate, graduate, certificate, and noncredit programs and refine existing programs to be proactive in meeting the evolving needs of employers and to contribute to the overall success of the region.