



EXTENDING OUR HERITAGE, EXPANDING OUR IMPACT

At Bethel College, we welcome with open hearts, stimulate personal and spiritual discovery, transform through the power of community and inspire the leaders of tomorrow.

	A THRIVING COLLEGE	VIBRANT AND VITAL CAMPUS	A HIGH IMPACT COLLEGE	DYNAMIC STUDENT EXPERIENCE
STUDENTS AND STAKEHOLDERS	Grow the College	Maximize Integration of Living-Learning Opportunities	Heighten Recognition and Engagement with Church and Community Partners	Enhance Student Engagement and Graduate Success
FINANCIAL RESOURCES	Increase Margin for Mission Conduct a Capital Campaign and Grow Endowment	Increase Special Program Revenue Invest in Campus Facilities	Increase Partnership Revenue Invest in Marketing and Programs	Increase Retention Revenue Invest in People and Places
INTERNAL PROCESSES	Develop Pipelines for Traditional Student Enrollment Growth	Improve Technology Use	Develop a Robust Branding and Marketing Campaign	Raise Student Satisfaction
ORGANIZATIONAL CAPACITY	Develop an Infrastructure for Growth	Recruit, Develop and Retain High Quality Employees	Expand Mission-Driven, High Quality Academic Programs	Grow Active Learning Opportunities

Mission: Bethel College is an independent institution of higher education. The mission of the college is to prepare students, through active learning and rigorous instruction imbued with the spirit of liberal arts, to become critical thinkers and engaged global citizens.

Values: Discipleship, Scholarship, Service, Integrity, Community, Peace & Social Justice, Diversity

Bethel