

In October 2022 Bethel College adopted a new Strategic Plan. This plan will guide how we approach situations, solve problems, recruit students, and interact with the wider community for the next 5 years. Under the overall theme of *Knowledge is not Enough*, the plan is divided into seven strategic priorities.

The first priority is “Employment Experiences.” Bethel has been working to become a federally designated work college. Several students have already started in the program, and in 2027 we will graduate our first class that fully participates in the program, at which point we will be eligible for federal designation. Every student that graduates will have on-campus and/or off-campus work experience, increasing their likelihood of success after college and reducing their debt while in college.

“Ethos of Service” is the second priority. A committee has been formed to define exactly what “service” means to our campus community and develop an action plan to increase service to our community. We hope to add opportunities for service to our already established annual Service Day, in which all students participate.

Establishing a Thresher Media Network is the third priority. This priority focuses on increasing the visibility of campus life and building community through media channels. Students will have the opportunity to engage in several avenues of media relations.

The fourth priority focuses on real estate and infrastructure. While perhaps not the most exciting to talk about, we all know that these items are important and integral to campus life.

Strategic priority five seeks to redesign support services to meet the needs and expectations of a diverse student population. We continue to seek to define diversity in a fast-changing world. Plans to increase campus diversity and inclusion, support mental health needs, and work towards a safer campus are being put into place.

Students choose to attend college for a variety of reasons, and these institutions provide much more than simply knowledge, but the main focus of all colleges and universities is to teach. Redesigning curricula around our college mission and student diversity is strategic priority six. Employment opportunities continue to change and evolve, and our slate of coursework must respond.

The final priority is to establish a “Life Cycle System.” From recruit, through their time as a student, to becoming a part of our alumni network, our goal is to provide the proper support every step of the way.

More information on the *Knowledge is not Enough* strategic plan can be found at <https://www.bethelks.edu/about/who-we-are/strategic-plan>.

We are not able to accomplish these things and provide students with a space to find their place in the family of God alone. Thank you for your contributions.