Ensuring the transformation of our students and the stewarding of our mission beyond our first 125 years.

VISION

To be the regional university of choice recognized for Christ-centered academic excellence, spiritual formation, student engagement, and leadership in thought and service.
Framed by the Mission, Vision, and Foundational Principles of Malone University, three key themes are represented as priorities for our Strategic Plan.

The themes, **Visibility**, **Viability**, and **Vibrancy**, have been carefully selected to focus our efforts and measure the implementation of the strategic plan as we seek to transform students and enhance our financial resources, internal processes, and organizational capacity.

### Strategic Themes and Directives

#### Visible

**Building our Reputation …**

concentrating on institutional identity and reputation, commitments to both internal and external constituencies, and increased awareness of Malone’s strengths and distinctives

#### Viable

**Improving our Margins …**

reinforcing the importance of financial health and strength, efficient University infrastructure and operations, and return on investment

#### Vibrant

**Transforming our Students …**

clarifying our commitment to holistic and transformative education, ensuring that our educational environment fosters the intellectual and spiritual growth of our students.