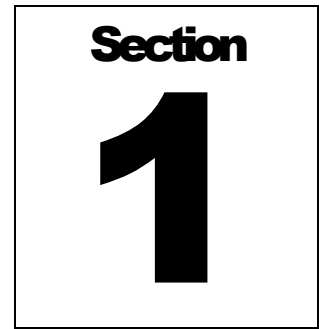


CREATING THE FUTURE • 2012

The University of Virginia's College at Wise

May 2007



Introduction

Our challenge is to dream as big as our founders did. When a small group of local residents met in December 1953 at the Wise Inn to discuss creating a college in their community, they had no idea where their dream would lead.

- Chancellor David J. Prior

Since its humble beginnings in 1954, The University of Virginia's College at Wise has grown into one of the top ten public liberal arts colleges in the nation, as ranked by *U.S. News & World Report*. The College's progress from those first classes on the old county poor farm to a vibrant, caring, and relevant learning community is fueled by a cadre of administrators, faculty, staff, students, and greater citizenry who passionately believe in its mission.

Over the last ten months, Chancellor David Prior has led the Senior Staff in an analysis of the College's present and future, with input from many constituencies. The result is **Creating the Future ■ 2012**.

Creating the Future ■ 2012 is a strategic plan that will guide UVa-Wise through the next five pivotal years. During this timeframe, the physical plant will undergo the most dramatic transformation since the College's founding and enrollment will continue its upward trend. In addition, the College seeks to improve the academic programs and outreach to the region.

This strategic plan will:

- ❖ Serve as a framework for decisions and for securing support.
- ❖ Provide a basis for more detailed planning including timelines and annual plan alignment.

- ❖ Explain the College’s direction to others in order to inform, motivate, and involve.
- ❖ Provide context for benchmarking and performance monitoring, including specific measures.
- ❖ Stimulate change and become a building block for the next plan.

Creating the Future ▪ 2012 is not an exhaustive list of all that the members of the UVa-Wise community hope to accomplish over the next five years, as every level of the institution will make significant improvements in many areas. However, having a framework that reflects our best hopes and intentions for those we serve – the students and the citizens of our region and the Commonwealth - will help guide the College forward

This document includes four sections. Following this introduction, the second section provides a brief overview of changes and improvements at The University of Virginia’s College at Wise since fall semester 2000. Section three explains how we completed the strategic planning in the context of our mission and desired accomplishments/goals, as well as with the input and guidance from many sources and constituencies. It includes specific strategic quality initiatives and action steps. The final section provides financial growth models for three levels of full-time equivalent students as a basis for a continuing dialogue about the College’s optimum size.

