

FY26 Institutional Goals		
Strategic Theme #1 Enrollment Growth & Sustainability		
Goal 1.1 Adopt best practices for enhancing student enrollment, engagement and retention.		
Objective Number	NLT Champion	Objectives
1.1.1	Provost Hooyman	Evaluate the four-year professional advising and success coaching model to assess its effectiveness in enhancing the student experience and improving completion rates.
1.1.2	Provost Hooyman	Expand international undergraduate recruitment by 4%.
1.1.3	Provost Hooyman	Identify future enrollment and recruitment marketing strategies, along with internal and external branding and communication needs, to strengthen the University's market position and effectively attract and retain prospective students.
Strategic Theme #2 The Collegiate Experience		
Goal 2.1 Deepen learning through rich and varied curricular and co-curricular activities.		
2.1.1	VP Baker	Develop a comprehensive Collegiate Playbook for the University that serves as a strategic guide to enhance and align the student collegiate experience.
Goal 2.2 Focus on initiatives that promote student retention/persistence, grad rates and career preparedness.		
Objective Number	NLT Champion	Objectives
2.2.1	VP Baker/Provost Hooyman	Review and strengthen program inventory to better inform about program relevance, enrollment issues and gaps or opportunities for improvement which will ensure that Northwest is the university of choice for students.
Strategic Theme #3 People		
Goal 3.1 Offer competitive compensation and benefits, providing opportunities for professional development and growth.		
Objective Number	NLT Champion	Objectives
3.1.1	VP Barcus	Develop a Sustainable Compensation System.
3.1.2	VP Barcus	Develop succession planning and a management strategy including a tiered leadership training model.
Goal 3.2 Embrace innovation by exploring new technologies and approaches to enhance the student experience & optimize operational efficiencies.		
Objective Number	NLT Champion	Objectives
3.2.1	VP Carrick/VP Barcus	Replace the University's current Enterprise Resource Planning (ERP) system with a modern, integrated solution that supports Human Resources, Finance, and Payroll operations, with a phased plan to transition the student information system.
Goal 3.3 Create a positive culture characterized by mutual respect, collegiality, and collaboration fostering a sense of support.		
Objective Number	NLT Champion	Objectives
3.3.1	VP Barcus	Increase the Overall Employee Engagement Score from 69% in 2023 to 71% in 2027.
Strategic Theme #4 Operations		
Goal 4.1 Advance Northwest's strategic vision through transformative projects that modernize facilities, enrich student experiences, promote sustainability, and support future growth.		
Objective Number	NLT Champion	Objectives
4.1.1	VP Carrick	Advance priority initiatives outlined in the Campus Master Plan.
Goal 4.2 Address funding needs for ongoing operating expenses, new facilities and program expansion, and endowments to ensure sustained long-term financial resources.		
Objective Number	NLT Champion	Objectives
4.2.1	VP Johnson	Establish a new comprehensive campaign to advance the University's strategic priorities through philanthropic investment, stakeholder engagement, and increased institutional visibility.
4.2.2	VP Johnson	Execute a coordinated Day of Green that increases involvement compared to last year by 5%.
Goal 4.3 Ensure alignment between available Northwest resources and the University's most compelling strategic goals and priorities.		
Objective Number	NLT Champion	Objectives
4.3.1	President Tatum	Develop a new University Strategic Plan that defines a clear vision, mission, values, and goals to guide institutional decision-making and resource allocation for the next 3 to 5 years.