The Planning Principles

The strategic planning process that has led to the creation of this document has been carried out under the assurance that the process will be:

- **Mission-driven**, faithful to, and congruent with, our Jesuit heritage and educational values;
- **Open to participation** of all who have a stake in SLU’s future, and that this participation will be actively sought at every step in development of a strategy for the future;
- **Transparent**, assuring that the community will have a clear understanding of the process and of how decisions are made and priorities set;
- **Inclusive**, offering individuals and organizations invested in SLU’s success multiple opportunities to suggest, promote, and comment upon the strategies developed for the plan;
- **Aspirational**, accommodating new ideas and new ways of doing things unconstrained by traditional thinking and entrenched policies and procedures while respecting identified needs and the resources available;
- **Dynamic**, recognizing that strategy is constantly reviewed and renewed in the face of a rapidly changing environment, both in academia and the larger society; and
- **Responsive**, balancing careful analysis with respectful consideration of the expressed needs and interests of stakeholders.

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1 Developed at an inaugural planning retreat on August 13, 2014.
Becoming…
The Saint Louis University Strategy for the Future

President’s Letter

In the second month of my presidency I convened a representative group of the Saint Louis University community to launch a strategic planning initiative. The group constructed a transparent process that provided opportunities for input to the entire community. The response that day set the tone for nine months of intense and provocative discussion that included hundreds of participants. I am grateful for your embrace of this inclusive process and thankful for everyone who participated. The result is a plan answering the question that sets our course for the future: “What must we become?”

As an institution, Saint Louis University has a rich and productive past. We were born of a pioneering spirit that has propelled the University for nearly two centuries. Our history is one of innovative leadership—in academics, in health and medicine, and in our community. In short, we have long been positioned as one of America’s leading universities. But challenges remain, and enhancements are possible.

Our current conversations call us to recommit ourselves to excellence and innovation. We strive to be a world-class research university and the first choice among the high-quality students, faculty, physicians, staff, and stakeholders we seek to attract. We will achieve this vision with an enduring commitment to a bold path forward. We will be even more nimble, creative, energetic, and ambitious than we have been in the past. Collectively, we will meet the challenges of the times and embrace the opportunities of the future. We will be celebrated as an entrepreneurial organization devoted to the pursuit of truth and a rigorous, values-based Jesuit education that superbly prepares our students for meaningful lives and successful careers. In sum, we reaffirm our dedication to forming accomplished men and women who commit themselves to be for and with others. We dedicate ourselves to ensuring that students of all backgrounds have greater access to the transformative education we provide.

This plan defines how we will carry our responsibilities forward in a rapidly changing and challenging world. The result will be our most talented and diverse student body, the strongest and most diverse community of scholars and health care professionals, and even higher levels of prestige for academic programs and centers than have ever before been achieved in our storied history. We will aspire to preeminence in all to which we commit ourselves.

Through careful and strategic stewardship of our resources, human, physical, and financial, and with a commitment to the principles of shared governance, we dedicate ourselves to the next era of greatness for our university. All we do and espouse to be will be grounded in our Catholic values and Jesuit heritage. And, in this particularly difficult time for the St. Louis region, we explicitly pledge to become even more engaged with the issues with which our community is grappling.

This plan points the way for us to become all of these things, and more, as we continue to serve a higher purpose and contribute to the greater good.
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Who We Are…

We are a Catholic, Jesuit, university that actively pursues a Catholic intellectual tradition. A commitment to solidarity, subsidiarity, a preferential option for the poor, peace and justice, and diversity and inclusion are key institutional values that support our commitment to academic excellence.

We are a Jesuit university steeped in a 450-year tradition of preparing men and women to be for and with others in an environment that values interdisciplinary thought, reflection, and responsible action on moral and ethical issues.

We are an urban university deeply involved in the communities that surround our campuses and call us to action on the challenges and opportunities these communities put before us.

We are a community of individuals who believe that the service of faith and promotion of social justice constitute our highest calling, one that shapes the education, research, and service activities fundamental to a university.

We are a leading provider of comprehensive and compassionate health care in St. Louis, delivered in the context of our Jesuit mission and with the highest ethical standards.

We are observers of the social environment, both locally and globally, who accept the obligation to convert our observations to actions directed at reducing disparities that erode the humanity of individuals and groups.

We are promoters and protectors of the University’s core mission: “the pursuit of truth for the greater glory of God and for the service of humanity.”

We are an extended family—students, faculty, staff, and alumni—sharing a set of experiences and values that define us and our approach to living lives of purpose and lifelong learning.

We are Saint Louis University.
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Our Challenges…

The decline in the number of students graduating from high school, combined with the enrollment decline in Catholic primary and secondary schools, has significant implications for the traditional pipeline to Catholic universities.

Rising college costs pose a growing barrier to those seeking access to the advantages of a higher education, and indebtedness is a growing burden to graduates. The primary response of higher education—increased discounting—means less revenue to support the people and activities of the University.

Students expect an institutional investment in technology and other areas of support beyond anything previously experienced.

Technology continues to impact all areas of the University, and may have a disruptive impact on traditional means of operating.

Seekers of higher education are increasingly heterogeneous, and this diversity requires a broader range of response than in past times.

Competition among universities for top students, top faculty, and top researchers is increasing.

The societal investment in research is declining at a time when the need for innovation and the capability of scientists and others to advance knowledge are rapidly expanding.

Competition for limited resources inside academe is inevitable, and reinforces the need for unique and distinctive solutions.

Traditional academic governance models are typically slow and deliberative, whereas the realities of the economic environment and societal expectations for higher-education institutions sometimes require a rapid response.

The focus on outcomes has grown stronger in recent decades, from health care to academic-accreditation standards to consumers. Donors, foundations, and government leaders are likely to intensify their focus on accountability in coming years.

A final challenge for a mission-driven, values-oriented, faith-based university is maintaining and nurturing those values and that faith tradition in an increasingly secular environment—a challenge Saint Louis University willingly confronts, and meets, every day.
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**How We Will Become…**

By embracing and living with enthusiasm our Catholic, Jesuit heritage, which is fundamental to our success;

By being nimble and opportunistic in seeking new and creative ways to bring our Jesuit traditions to bear in the ever evolving, rapidly changing field of higher education;

By supporting the efforts of our faculty and health professionals to lead in their fields, because their excellence and productivity are the foundations of our reputation;

By providing our students, who are our pride and our purpose, with opportunities to excel in the classroom, the community, the athletic arena, and, ultimately, life;

By expanding the scope of our research and scholarship, because our mission calls us to explore new knowledge and advance understanding;

By working tirelessly to make a SLU education more accessible and affordable, because we firmly believe it is the socially just thing to do;

By striving in every way to exceed the expectations of our alumni, parents, supporters, and friends; and

By following these and other important pathways that will lead to SLU’s strengthening its national and international stature as a premier research university.
Becoming…
The Saint Louis University Strategy for the Future

Initiative One
Advancing our model for education that transforms students

Since the founding of Saint Louis University, our identity has been firmly grounded in the Jesuit educational philosophy and approach, preparing graduates who are critical thinkers committed to responsible action on ethical and moral issues, both in their lives and in the larger society in which they live. The student experience at the University combines rigorous course work with structured learning experiences outside the classroom to achieve a truly distinctive, world-class education. These basic elements, applied in undergraduate, graduate, and professional programs, create a distinctive interdisciplinary academic foundation upon which each individual can build an education, and a career, that is fulfilling and contributing.

Goal: 1: We will intensify our commitment to academic excellence in undergraduate, graduate, and professional education as we build upon our Jesuit academic heritage by expanding and creating new opportunities in the classroom and in the world that will assist students to develop into leaders and agents of change.

Objective 1.1: We will enhance the classroom experience that is central to a quality education.
Objective 1.2: We will build upon the principles of coherence, connectedness, and interdisciplinarity as we develop our curricula and deliver our programs.
Objective 1.3: We will prepare undergraduate, graduate, and professional students for leadership in their careers and communities through classroom work, experiential learning, and attention to personal, social, and spiritual development.
Objective 1.4: We will promote and support expansion of students’ opportunities to participate collaboratively in faculty research activities and to engage more fully in socially responsible entrepreneurship as integral parts of their experiential learning.
Objective 1.5: We will identify and invest in development and expansion of academic programs in areas of student interest and societal need, including enhancement of the University’s capacity in STEM disciplines.
Objective 1.6: We will enhance the distinctiveness of a SLU education by developing creative programs that incorporate concepts of ethics, justice, and intercultural understanding across the curricula of all SLU schools and colleges.
Objective 1.7: We will expand and enhance the number of undergraduate learning communities and other cohort groups that build community among diverse student groups while enhancing their total academic experience.
Objective 1.8: We will actively pursue new learning-centered partnerships in our local, national, and international communities, including agreements that draw upon participation by a global network of alumni as well as our regional partners.
Objective 1.9: We will assess current classroom designs as a part of academic-program planning and develop and implement a phased process for achieving and maintaining state-of-the-art classrooms and laboratories.

**Goal 2: We will buttress the support services that enhance the experiences and support the success of SLU’s undergraduate, graduate, and professional students, facilitating transitions into their programs of study and strengthening rates of retention, graduation, and job placement.**

Objective 2.1: We will create new opportunities and structures that expand our capacity to advise, support, and mentor students at all levels in discerning academic and career pathways and identifying the best preparation for their chosen careers.

Objective 2.2: We will expand our career placement services to provide a more comprehensive set of services that extend to alumni as well as current students.

Objective 2.3: We will aggressively promote and support programs and activities that enhance the minds, bodies, and spirits of our students, including student health and behavioral-health services, spiritual formation programs, and campus recreation.

**Goal 3: We will increase access and affordability for those seeking the transformative power of a SLU education.**

Objective 3.1: We will collaborate with K-12 school districts and other educational partners to develop and expand programs designed to enhance college readiness for students in schools with high percentages of historically disadvantaged groups and low college attendance and degree completion rates.

Objective 3.2: We will seek the funding necessary to significantly increase the number and size of need-based scholarships.

Objective 3.3: We will promote diversity in the student population by welcoming and supporting those from domestic groups historically underrepresented in our student body as well as those from other countries.

Objective 3.4: We will strengthen our relationships with community colleges and minority-serving higher-education institutions to facilitate students’ transition to SLU to complete baccalaureate and advanced degrees.

Objective 3.5: We will expand the opportunities offered to adult learners and promote lifelong learning as part of a K-20 educational model.

Objective 3.6: We will deploy new technologies to enhance student learning and, where appropriate, to expand the University's educational reach.

Objective 3.7: We will review current tuition models, including SLU’s financial aid and scholarship allocation model, and, to the extent possible, align our systems with the best practices of peer higher-education institutions.

**Goal 4: We will provide an NCAA Division I Intercollegiate Athletics program that emphasizes academic success, community engagement, and competitive achievement for our student-athletes.**

Objective 4.1: We will seek funding to increase the number of athletic scholarships in order to provide greater educational access to a diverse group of student-athletes.

Objective 4.2: We will be a national model for academic excellence in our Athletics program, while also promoting community service and the personal development of our student athletes.

Objective 4.3: We will foster a culture that emphasizes excellence in student-athlete preparation and competition.
**Becoming…**
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Initiative Two
Elevating our role as a leader in focused, mission-related research and dissemination

Inquiry into the nature of humankind and the world is a fundamental tenet of the Jesuit academic model. Saint Louis University has an established record of accomplishment in the research arena, including the biomedical and health sciences, the natural and social sciences, and the humanities, and the opportunities to expand the scope of this research by working in an interdisciplinary manner have never been greater. Whether advancing the understanding of a disease process, discerning the factors that determine a community’s reaction to racism and injustice, or analyzing the roots of a philosophy or religion, the University welcomes its responsibility to pursue new knowledge.

**Goal 1: We will continue to embrace excellence in research and scholarship as cornerstones of our mission and support efforts to expand the amount of externally funded research activity across the University.**

Objective 1.1: We will build on established areas of research strength in the health sciences to intensify research efforts; attract leading, well-established scholars and talented students to the University; and enhance SLU’s reputation for high-quality, relevant research and effective dissemination of results.

Objective 1.2: We will bolster the University’s STEM research capability, with particular emphasis on improving the facilities in which such research takes place as well as enhancing external funding and facilitating technology transfer.

Objective 1.3: We will build out our capacities for translational research in the biosciences in order to consolidate our position as a regional hub for biomedical discovery.

Objective 1.4: We will seek synergies and foster collaborations with regional partners—educational, non-profit, and for-profit—in order to leverage regional strengths in support of advancing research discoveries, and we will build research programs that leverage regional strengths and national priorities.

Objective 1.5: We will support innovation and entrepreneurship in order to promote the dissemination of research discoveries and make them available to the broader society.

Objective 1.6: We will actively pursue support for researchers seeking just solutions to fraught social issues.

Objective 1.7: We will augment the institutional support for researchers within academic units in which external funding for scholarship is the exception rather than the disciplinary norm.

**Goal 2: We will support the University's research enterprise by providing a more facilitative research infrastructure.**

Objective 2.1: We will make key investments in technologies to support research, including high-performance computing, online databases, and data-mining systems.

Objective 2.2: We will build capacity to collect and mine health informatics data in support of research and best clinical practice in order to promote optimal health outcomes and improved public health.
Becoming…
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Initiative Three
Solidifying our position as a market leader in linking health promotion with high-quality medical care

From the establishment of SLU’s current Medical School in 1903, the University has been on a trajectory to create a comprehensive capability in health sciences education, research, and service to the community. No other Catholic, Jesuit university has the breadth of fully accredited academic health programs that exists on the St. Louis campus. No other provider of health care in St. Louis brings the Jesuit and Catholic values of competence, conscience, compassion, and commitment to its daily work. This combination of assets positions the University’s efforts in health promotion and delivery of high-quality, person-centered medical care for new and expanded roles in a rapidly changing health environment.

Goal: 1: We will undertake a holistic approach to integrating health professions education, biomedical and broader health-related research, and the provision of health and medical services to the St. Louis community.

Objective 1.1: We will establish and support health partnerships and opportunities that mutually benefit all participants in achieving their missions and goals.

Objective 1.2: We will implement a comprehensive, patient-centered delivery model for interdisciplinary and interprofessional care.

Objective 1.3: We will study the feasibility of an urgent-care facility in the North St. Louis metropolitan area.

Objective 1.4: As we continue to build on institutional strengths, we will consider establishing a health care law and advocacy consortium that would serve as an international hub for improving all sectors of health care—including correctional, maternal, child, public, and behavioral health—through education, scholarship, and advocacy.

Objective 1.5: We will be a leader in transformational teaching and learning in the Jesuit/Ignatian tradition for students in health professions education, practice, and leadership development, holistically approaching issues of clinical care, clinical prevention and education, and community health and wellness needs.

Goal 2: We will build on our established strengths in the clinical health sciences, with an emphasis on strategically providing expanded access for both the SLU community and the larger community.

Objective 2.1: We will develop differentiated centers of excellence in selected clinical areas, taking advantage of our current areas of excellence as well as the opportunities represented on our campus for expanded interprofessional collaboration and intercultural awareness in patient care, and through affiliated health care networks, to address the fundamental needs of the community.
Objective 2.2: We will seek to develop new relationships with community-based sources of care by expanding the number of clinical-practice placement sites in the community.

Objective 2.3: We will expand and reorganize behavioral health and medical services available to members of the SLU community, developing a “community health center” model for students, faculty, and staff, and expanding wellness programs.

Objective 2.4: We will be recognized as the regional leader in combining compassionate patient care with world-class tertiary/quaternary medical expertise.

Objective 2.5: We will strive for daily improvement in patient care in order to become the regional leader in delivering high-quality medical care at affordable costs.
Becoming…
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Initiative Four
Expanding our role as a catalyst for change in the St. Louis region

Saint Louis University has been an integral part of the Greater St. Louis community for nearly two centuries, and the University and community have helped to shape one another throughout this history. As the University approaches its third century in St. Louis, there are new opportunities for enriching the relationship, instilling a new spirit of cooperation between the University and the community, and helping to foster constructive resolutions to challenging community issues as partners deeply invested in one another’s success.

Goal 1: We will pursue a more active and participative relationship with the community and its residents, focused on its needs and the opportunities for partnerships that will assist in meeting them.

Objective 1.1: We will assess the scope and capacity of SLU’s Center for Service and Community Engagement, then work to strategically expand and build upon its successes.

Objective 1.2: We will work with our community to create and empower a community advisory group that is representative of the areas in which University-community partnerships exist or are established to identify needs, suggest and monitor programs, and evaluate programmatic outcomes.

Objective 1.3: We will develop and keep current a programs/initiatives clearinghouse to track both opportunities identified by the community and SLU as well as joint programmatic activities underway in the community.

Objective 1.4: We will establish an ongoing series of symposia, seminars, and community meetings that focus on issues of joint concern between the University and its surrounding communities, holding these events in both community and University settings.

Objective 1.5: We will expand opportunities for faculty, staff, and students to participate in, and learn to facilitate, intergroup dialogue on critically important social justice issues.

Objective 1.6: We will partner with the innovation community in the Greater St. Louis area to promote entrepreneurship and community development.

Objective 1.7: We will establish a transportation service to better facilitate student, faculty, and staff access to community-engagement sites.

Goal 2: We will, in conjunction with the community, develop and implement new approaches to bring University resources and scholarship into the community setting.

Objective 2.1: We will, as a joint venture, develop and support a multiservice center in the North St. Louis metropolitan area as a focal point for community programs and services which may include health services, business support services, and educational programs.

Objective 2.2: We will actively seek resource support for the center’s establishment and operations, including support that directly encourages meaningful faculty engagement.
Goal 3: We will create a new structure in the University that provides a clear focus for research and scholarly activities related to serving the interests of communities and their residents.

Objective 3.1: We will establish an academic initiative focused on economic and community development as the focal point for research and dissemination activities related to fostering and sustaining viable urban communities.

Objective 3.2: In developing this initiative, we will develop a plan that includes core faculty with particular expertise in urban affairs and development as well as faculty drawn from across the University.

Goal 4: We will develop a process for guiding the University’s physical development activities that integrate these initiatives with the communities which surround the St. Louis campus.

Objective 4.1: We will establish a process for partnering with neighbors in enhancing community relations and community economic development in neighborhoods where the University acquires and/or develops property and real estate.

Objective 4.2: We will support efforts to assure that development in the area, whether by the University or its neighbors, adheres to best practices in urban planning, environmental stewardship, and sustainability.

Objective 4.3: We will develop a series of principles governing University development and land use activities that respect the desires of residents in the adjacent neighborhoods while meeting the University’s needs.
Becoming…
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Initiative Five
Heightening our standing as a pacesetter in the new global environment

Saint Louis University was among the first American universities to make a commitment to a true global presence with the establishment of a campus in Madrid, Spain in 1967. In addition to providing opportunities for American students to pursue course work while experiencing a different culture, the Madrid campus has become a truly international community, drawing students from 65 countries to its undergraduate and graduate degree programs and course work more generally. Although the Madrid campus is the most visible example of the University’s international commitments, the St. Louis campus has an even broader range of activities that tie the University to the global stage. These range across the spectrum from research projects to academic programs to service activities, and involve every school and college to some degree. These activities provide a strong foundation for extending SLU’s global reach and demonstrating leadership in its areas of strength.

Goal 1: We will commit to the infrastructure necessary to coordinate best-practice international initiatives in an effort to foster, support, and expand SLU’s global instructional, research, and service activities.

Objective 1.1: We will support an administrative structure, including appropriate technology systems, to lead and manage SLU’s global academic programs, initiatives, and recruitment through collaborations across the University.

Objective 1.2: We will build on our Jesuit network worldwide to encourage and support research, expand and enhance study abroad opportunities, and enhance curricular collaborations focused on social justice.

Objective 1.3: We will make information about the University’s global footprint and outreach accessible to SLU’s global partners and prospective partners, alumni, and other interested parties.

Objective 1.4: We will support individual and collaborative research and curricular collaborations focused on transnational and global equity and social justice.

Objective 1.5: We will promote research programs that address health problems of the developing world.

Goal 2: We will develop opportunities for SLU faculty, staff, and students that facilitate and enhance their international engagement.

Objective 2.1: We will encourage development of coordinated programs of interdisciplinary engagement and partnerships in selected countries.

Objective 2.2: We will develop a global enrichment program for faculty and staff, similar to the Reinert Center’s Certificate in University Teaching Skills Program, as a means for enhancing global competence and the ability to incorporate global citizenship into curricula and programs.
Objective 2.3: We will incorporate input from and participation by our worldwide alumni base in the development and implementation of all aspects of the University’s global initiatives.

Goal 3: We will strengthen both administrative and programmatic relationships between SLU’s Madrid and St. Louis campuses.

Objective 3.1: We will expand the range of academic relationships between the Madrid and St. Louis campuses, including a robust program of faculty exchanges and expanded joint-research opportunities.

Objective 3.2: We will enhance the role of the Madrid campus as a platform for scholarly collaborations between SLU’s departments and European, North African, Asian, Middle Eastern, and Latin American research programs and universities.
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Initiative Six

Intensifying our commitment to being the University community our mission calls us to be

Perhaps the most consistent theme heard in the process that has led to this plan was the broad-based commitment to the Saint Louis University mission expressed by students, faculty, and staff. This commitment sets a high bar for institutional behavior in every aspect of its operations. It challenges us to become the campus community our mission calls upon us to be—open and participative in decision-making, fair and ethical in how we treat one another, respectful of the environment that surrounds us, and careful in our stewardship of the resources provided to do our work. Mission matters—in everything we do.

Goal 1: We will continuously assess the degree to which our employment policies and procedures are structured and administered in a manner consistent with our mission and values, and enable us to maintain a world-class faculty and staff closely aligned with SLU’s mission.

Objective 1.1: We will develop and implement compensation practices for faculty and staff that align closely with SLU’s articulated values, reflect best practices among peer institutions, and allow us to attract high-quality, productive individuals to the University, and retain them.

Objective 1.2: We will conduct a full review of the University’s non-financial benefits to ensure that they are mission-focused and allow us to attract and retain high-quality, productive faculty and staff.

Goal 2: We will ensure that all faculty and staff have access to structured opportunities for increasing their understanding and application of Jesuit education principles and values in their daily work.

Objective 2.1: We will develop and implement innovative leadership programs for faculty and staff that are grounded in Catholic, Jesuit principles as they apply to the complex task of leadership in an academic setting.

Objective 2.2: We will make focused programming on Jesuit education, Ignatian pedagogy, and Ignatian spirituality available to new faculty.

Objective 2.3: We will make programming focused on Jesuit education and Ignatian spirituality available to new staff.

Objective 2.4: We will provide regular, recurring access to formation programs and activities for all faculty and staff who have completed introductory programs or who were hired before such programs were established.
**Goal 3: We will become a more diverse and inclusive community.**

Objective 3.1: We will recognize the inherent dignity of each person and embrace people for the diversity of their identities, creating a community inclusive of race, ethnicity, sex, age, ability, faith, orientation, gender, class, and ideology.

Objective 3.2: We will actively recruit and retain a more diverse faculty and staff across all disciplines, with an emphasis on underrepresented and international populations.

**Goal 4: We will establish and maintain financial and management systems across the University characterized by transparency, efficiency, and responsiveness in revenue generation, allocation, cost containment, and accountability.**

Objective 4.1: We will ensure that our programmatic and administrative procedures allow SLU to establish and sustain fiscally positive University operations.

Objective 4.2: We will review existing practices, including SLU’s current resource allocation model, and, to the extent possible, align our systems with the best practices of peer higher-education institutions.

Objective 4.3: We will establish meaningful incentives to recognize effective interdisciplinary, interdepartmental, and intercollegiate sustainability efforts.

**Goal 5: We will make strategic investments in technology that create an exceptional digital experience.**

Objective 5.1: We will expand support for instructional technology and learning-space design that enables innovative approaches to building and transmitting knowledge in both the physical and digital classroom.

Objective 5.2: We will empower our faculty, staff, and students in their use of learning technologies by providing individualized support and professional-development programs.

Objective 5.3: We will implement a collaborative approach to designing our digital campus presence, utilizing the latest advances in technology and user experience design.

Objective 5.4: We will implement state-of-the-art technologies to engage students in academic and extracurricular activities that are optimized for the devices they use.

**Goal 6: We will make sustainability and program needs a major consideration in all decisions concerning our facilities, grounds, and use of resources.**

Objective 6.1: We will utilize the Association for the Advancement of Sustainability in Higher Education (AASHE) guidelines for campus sustainability (https://stars.aashe.org/) and commit to a program of continuous improvement of our sustainability profile.

Objective 6.2: We will, while also reviewing and addressing issues of campus accessibility, commit to improving the built environment by becoming a leader in just land use and responsible urban design through the creation of a campus master plan.

**Goal 7: We will strengthen our internal and external communications capabilities and effectiveness.**

Objective 7.1: We will develop a university-wide communications strategy that supports interdisciplinary and inter-campus cohesiveness within the SLU community and enhances our ability to tell our story to the larger communities of which we are a part.

Objective 7.2: We will continuously assess the quality, effectiveness, and reach of our communications efforts.