The 2020 Vision Plan centers on eight key directions which will guide University decisions and actions over the next decade. They were chosen because they encompass the elements that most directly affect St. Catherine’s ability to thrive within a highly competitive and complex market. The eight directions focus effort in four main areas:

**Institutional Identity and Structure**  Who and what is St. Catherine University? What makes our institutions distinct in a crowded marketplace? How are we organized to accomplish our educational goals? *(Strategic Directions 1 and 2)*

**The St. Catherine Educational Experience**  What is the educational experience for students at St. Catherine University, both in and outside of the classroom? What are the range, scope and quality of the educational programs through which we offer this educational experience? *(Strategic Directions 3A, 3B, 4 and 5)*

**Institutional Reputation, Visibility, and Market Appeal**  What do others think of us? How do we compare to “best in class” colleagues? For what are we best known? Who enrolls at St. Catherine and why? What is our market niche, our market share and our market challenge? *(Strategic Directions 6 and 7)*

**Resources Necessary to Insure Viability and Excellence**  What human, physical facilities, technology and financial resources are needed to maintain fiscal strength?  How do we attain them and how do we steward them wisely? *(Strategic Direction 8)*

Moving in these eight directions is a path likely to achieve our destination goals by 2020. During three planning segments between 2009 and 2020, shorter term implementation plans will articulate more concrete steps to move toward these eight directions. Time periods within the overall **2020 Vision** are 2009-2013; 2013-2017; and 2017-2020. The Strategic Directions follow.
STRATEGIC DIRECTIONS 2009-2020

Strategic Direction 1.0: MISSION

Integrate the power of St. Catherine’s tripartite mission — Catholic, women, and liberal arts — throughout the University, with intensified emphasis on leadership development.

Strategic Direction 2.0: STRUCTURE

Launch the colleges and schools and position them to achieve strategic goals.

Strategic Direction 3.0: CURRICULUM and CO-CURRICULUM

Make strategic investments in curricular (A) and co-curricular (B) programs that advance our mission, attract and engage students and prepare students for leadership and life.

Strategic Direction 4.0: ACADEMIC EXCELLENCE and LEADERSHIP

Emphasize a pervasive environment of academic excellence as the hallmark of the baccalaureate college for women and advance a focused research agenda for the graduate college.

Strategic Direction 5.0: PARTNERSHIPS

Expand strategic relationships and interdisciplinary connections: within St. Catherine University; between St. Catherine and its core partners (CSJs, Archdiocese, ACTC, and alumnae/i); and between the University and external partners who align with our curricular emphases.

Strategic Direction 6.0: VISIBILITY

Achieve recognition as a comprehensive, Catholic university in a vibrant metropolitan community, featuring several nationally recognized programs, a premiere baccalaureate college for women, and competence in educating students from many backgrounds for leadership in a diverse world.

Strategic Direction 7.0: ENROLLMENT

Maintain undergraduate enrollment levels during demographic decline and economic challenge, and grow graduate and other net revenue generating programs with high market and visibility potential.

Strategic Direction 8.0: RESOURCES

Maintain fiscal equanimity during challenging economic times and establish a financial platform to grow the human, technological, and capital resources necessary to fund strategic priorities.