

A Community Catalyst

Advance WKU as a collaborative growth engine that aligns partnership, research, talent development, and innovation to strengthen the communities and industries we serve:

- Engage the communities we serve as a trusted, first-choice partner in addressing social, economic, and workforce challenges, and establish measurable indicators of partnership impact and satisfaction.
- Partner with business, industry, educational institutions, and civic organizations to create mutually beneficial cultural, environmental, scientific, and economic opportunities.
- Strengthen employer relationships and talent pipeline alignment to ensure WKU graduates are workforce-ready, equipped with critical thinking, problem-solving, and collaborative skills.
- Refine and position the Innovation Campus as a hub that advances community partnership, student opportunity, and faculty and staff innovation through applied research and entrepreneurial collaboration.
- Recruit and support faculty whose scholarship and applied research partnerships advance WKU's research ambitions and contribute directly to regional economic development.
- Strengthen and align WKU's research enterprise to expand external funding, applied scholarship, and measurable community and industry impact.

Workforce & Lifelong Learning

Expand workforce-aligned degree pathways and lifelong learning opportunities that strengthen talent development and economic competitiveness:

- Create streamlined pathways to finish degrees and credentials.
- Establish WKU regional campuses as distinctive, hyper-local hubs that address community-specific workforce and educational needs.
- Expand graduate and doctoral programs to meet workforce demands and economic priorities.
- Develop flexible, accessible program formats that support reskilling and upskilling.

Our Shared Community

Elevate WKU's contribution to regional quality of life and community identity by strengthening its role as a cultural, civic, athletic, and community anchor across our service area:

- Position WKU's athletic programs as a catalyst for community pride, regional visibility, and institutional engagement, strengthening the University's role as a premier gathering place for competitive excellence.
- Expand access to community-facing academic, artistic, cultural, and lifelong learning opportunities that educate, inspire, and engage residents of all ages.
- Leverage WKU's physical resources as accessible community assets and strategic regional event spaces that enhance quality of life and contribute to measurable economic impact.
- Raise WKU's visibility and engagement as an institutional partner across our entire service region, and in key metropolitan areas.
- Leverage applied learning clinics and community-based programs to contribute to regional health and wellness while equipping WKU students with hands-on professional experience.

Investing in Relationships

Strengthen constituent engagement and philanthropic support to advance WKU's mission, expand opportunity, and ensure long-term institutional sustainability:

- Integrate alumni, parents, donors, and business leaders into a unified engagement strategy that defines and activates measurable pathways for their contribution to recruitment, student success, and career development.
- Deliver meaningful engagement experiences that foster lifelong connection, community, advocacy, and philanthropic participation across generations of alumni.
- Align athletics, foundation, and university fundraising strategies to ensure coordinated outreach, shared accountability, and maximized institutional impact.
- Expand and diversify the corporate and philanthropic prospect base to build sustainable, cross-sector investment.

Unified Engagement & Voice

Create a coordinated and accessible approach for external stakeholders to engage with WKU by aligning systems, leadership, and institutional messaging across all community touchpoints:

- Establish a model for external engagement to ensure clear entry points and shared visibility across the institution.
- Craft consistent messaging of WKU's research, innovation, workforce, and economic impact in clear, community-centered language.

- Demonstrate the importance of higher education by clearly communicating its societal value and WKU's measurable impact on students, families, communities, and the economy.