### Statement of Purpose

The mission of William Carey College is to provide liberal arts and professional education programs within a caring Christian academic community. The individual student is encouraged to develop his or her highest potential in scholarship, leadership, and service. The college collaborates with churches, organizations, and individuals to affirm its Baptist heritage and namesake—William Carey.

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<td>Promote Christian development and social responsibility</td>
<td>Strengthen ties with Baptist churches, associations, and conventions</td>
<td>Provide an appropriate campus environment to improve student learning</td>
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<td>Strengthen financial resources</td>
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**STRATEGIES**

1. **Attain excellence in academic programs to promote student learning**
   - 1.1 Begin establishing learning objectives for all academic programs
   - 1.2 Evaluate and improve curriculum and instruction annually
   - 1.3 Provide quality faculty
   - 1.4 Provide and maintain technology, library, and instructional resources
   - 1.5 Attract students with potential for academic success
   - 1.6 Enhance the Center for the Study of the Life and Work of William Carey

2. **Provide each student the opportunity to develop to his or her highest potential**
   - 2.1 Enhance student retention
   - 2.2 Enhance recreational and residential education programs
   - 2.3 Support student organizations
   - 2.4 Provide leadership development opportunities

3. **Promote Christian development and social responsibility**
   - 3.1 Provide Christian Mission opportunities
   - 3.2 Provide service opportunities
   - 3.3 Provide opportunities for Christian growth
   - 3.4 Provide facility for Center for the Study of the Life and Work of William Carey

4. **Strengthen ties with Baptist churches, associations, and conventions**
   - 4.1 Disseminate resource and informational materials to Baptist ministers and entities
   - 4.2 Provide learning opportunities for Baptist ministers
   - 4.3 Prepare future church and denominational leaders

5. **Provide an appropriate campus environment to improve student learning**
   - 5.1 Enhance and promote security for the perimeter of the campuses
   - 5.2 Construct new exterior for Fairchild Hall (Gulfport), Clinton Gymnasium, and Bass Hall
   - 5.3 Continue construction of new baseball field and begin construction of new softball field
   - 5.4 Provide facility for Center for the Study of the Life and Work of William Carey
   - 5.5 Begin construction of additions to Lawrence Hall, Smith/Rouse Library, and Thomas Fine Arts Center

6. **Strengthen organizational and operational effectiveness**
   - 6.1 Provide accountability in budget process
   - 6.2 Provide management controls for operational activities
   - 6.3 Use Institutional Effectiveness Program to improve organizational and operational effectiveness
   - 6.4 Review and upgrade communication and information technology strategic plan
   - 6.5 Initiate institutional review of SACS accreditation process

7. **Strengthen financial resources**
   - 7.1 Increase annual giving to the College and corpus of the endowment
   - 7.2 Increase grant writing activities
   - 7.3 Seek external funding for the Center for the Study of the Life and Work of William Carey
   - 7.4 Continue to retire outstanding debt on College facilities

Institutional Effectiveness and Planning
http://www.wmcarey.edu/insteff/