



Handcrafted

The King's University's 2023–28 Strategic Plan

Artisans pour themselves into each craft. They carry the knowledge of those who came before, and incorporate their own invention and character.

Modelled through mentorship, affirmation, rigor, and joy, education at The King's University is handcrafted. The brushstrokes of those who work here reveal care and intention in delivering an exceptional Christian university experience for students.

King's 2023-28 Strategic Plan builds on a legacy of delivering education at an individual scale. By launching programs, developing capital projects, expanding our reach, and resourcing our experts, this plan **opens the university to good growth and new ways of bringing hope to our world.**



Undeniably King's

Serving, inspiring, and empowering learners through excellence in transformative instruction, mentorship, and student experiences.

Our faith, commitment to educational excellence inside and outside of the classroom, and dedication to students form the enduring mode by which we fulfill our mission.

We will share this special place with as many as possible. Through marketing efforts that reach the public, admissions strategies that engage wide ranges of prospective students, and outreach that connects Christian university to our communities, we will be known, undeniably, as Canada's leading Christian university, "bringing renewal and reconciliation to all walks of life."

Targeted recruitment

- Increase recruitment and relationship building in select schools and communities.
- Improve student yield rates from inquiry to enrolment.

Word-of-mouth

- Activate alumni and community in personally sharing King's with others.
- Develop new markets for Christian university education through promotional efforts that provide value to the public.

Engaging the future of post-secondary

- Extend the values and advantages of Christian learning and scholarship into the broader field of post-secondary education through committee work, policy development, and liaising at municipal, provincial, and federal levels of government.
- Partner with churches to engage and represent the rich diversity of Christian witness at King's.

Strong and Focused

Learning, research, faith, and resources in service of mission and community.

To live into our mission, we will remain focused on our calling in Christ and redouble our commitment to Christian university education. To serve more people, we will invest in physical spaces, learning environments, and community experiences as we welcome learners from all walks of life. We will steward our resources wisely so that we may remain a witness to the good works of our Savior.

Giving for impact

- Secure 100% of funding pledges for the Centre for Excellence in the Sciences.

Building capacity and margin

- Complete construction of the Centre for Excellence in the Sciences, contributing to expanded program offerings, superior teaching spaces, and overall institutional self-esteem.
- Develop strategies to deepen stakeholder, partner, and alumni engagement.

Infrastructure revitalization

- Implement user-focused solutions to remedying aging or inadequate infrastructure.
- Invest in King's Campus Renewal Program, developing initiatives that support vibrancy, wellness, and learning. (i.e. Gymnasium renovation, Centre for Teaching and Learning, Cafeteria modernization, student & alumni lounges, team room updates, tree planting, etc.)

People as Priority

Fostering a working and learning culture of inclusion, belonging, talent, and leadership development that opens faculty, staff, and students to flourishing.

Christ welcomes all into his kingdom. Likewise, within the context of the university God has given us to steward, King's will be a place where employees feel valued for the gifts they bring. We desire for those engaged in this community to have a voice that is heard and respected. To this end, we will renew our communal understanding of leadership, knowing that the first shall be last and the last shall be first. We will prioritize growth and development and foster flourishing. We will strive to reflect the diversity found in the body of Christ and tend to the relationships God has blessed us with. Our priority is that all members of King's community might find the purpose God has for them.

Engaging our values

- Cultivate leadership and talent potential through regular opportunities for professional development and engagement together around mission, vision, values, and strategy.

Equity, diversity, and inclusion

- Expand on the work of the EDI taskforce to advance King's leadership as a Christian university seeking an equitable, diverse, and inclusive work and learning environment.

First-Year Connect Groups

- Continue development of First-Year Connect Groups program connecting students to each other, mentors, services, and the university more broadly.
- Equip students for lasting success in their university experience at King's.

Learning Excellence

Renewing and developing distinctive programs that meet the needs of new and diverse learners for the purpose of advancing God's kingdom.

We are committed to providing excellent education, delivered on an individual scale, that sets up students for success after university. Through rigorous monitoring and reporting, we will maintain the highest quality of education in our programs and connect students where they are today to outcomes that equip them for tomorrow. We will develop new programs that equip students to meet the employment demands of the future — wise, committed citizens who possess a deep and broad understanding of the challenges and opportunities we face as a society.

Distinctive programs

- Create a B.A. in Theology & Philosophy that emphasizes service in our world through streams leading to specific career areas.
- Implement a B.Sc. in Psychology, capitalizing on our existing strengths in biology and psychology to create a new degree offering at the interface of these two disciplines.
- Implement a Kinesiology degree leveraging and crossing our strengths in biology and psychology.
- Create a proposal for a professional degree in a high demand field in health and wellness.

Careers with impact

- Incorporate work-integrated learning in more programs.
- Expand student support for career readiness and exploring knowledge and pathways to careers.

Design for learning

- Diversify our learning portfolio through the development of micro-credentials and English as an Additional Language (EAL) training to increase pathways to degree programs and revenue.

Appendix I – Our Mission, Vision, and Values

Providing university education that inspires and equips learners to bring renewal and reconciliation in every walk of life as followers of Jesus Christ, the Servant King.

Serving widely as a Christian university that helps to build a more humane, just, and sustainable world.

Living & Transformative Faith

Faculty and staff share a core commitment to the risen Christ, through whom God is reconciling the world. We serve all students by supporting students' exploration of how their own fundamental commitments are embodied in their theories and practices of life.

Pursuit of Wisdom

We engage thoughtfully and humbly in our learning, teaching, scholarship, and work together with the knowledge that we are all learners. We value education that is open and explores all dimensions of our world. We are dedicated to academic freedom and engaging well across difference of opinion, belief, and expression.

Community of Belonging and Inclusion

We extend intentional hospitality with each other, enabling all people from different traditions, backgrounds, cultures, identities, perspectives, abilities, and experiences to learn and work in an environment of mutual respect.

Practice of Reconciliation

We practice reconciliation beginning with the reconciliation we extend to one another as a community. We do this by speaking out against racism and systemic injustices and making our campus a hospitable place of training, where each one's gift is celebrated, each person's life is respected as a sacred response to God's life in us all.

Practice of Sustainability and Justice

We are dedicated to living well in our created world, being responsible stewards of resources and building aspirations for socio-ecological sustainability and justice through education, community, and exchange.

