



VISION 2035

at LETOURNEAU UNIVERSITY

THE NATIONAL CHOICE
FOR CHRISTIAN
POLYTECHNIC EDUCATION

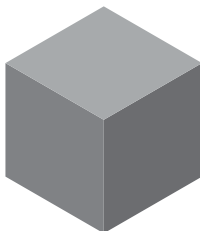
ENRICHING
EMPLOYEE
EXPERIENCE

TRUSTED NATIONAL
VOICE ON FAITH,
SCIENCE, & TECHNOLOGY

UNPARALLELED
STUDENT
EXPERIENCE

RESILIENT &
DIVERSIFIED
FINANCIAL POSITION

HOSPITALITY TOWARD
OUR EAST TEXAS
COMMUNITY AND
THE WORLD



INNER CORE
REPRESENTS WHO
WE WILL BE



OUTER PIECES
REPRESENT WHO
WE WILL SERVE

THE NATIONAL CHOICE FOR CHRISTIAN POLYTECHNIC EDUCATION

2035 ASPIRATION

Our world needs LeTourneau University now more than ever. Fundamental to the 2035 Vision is expanding LeTourneau University's influence, maximizing our national draw, and sharing more broadly our institutional giftedness. This ambition to increase our reach is not for our own aggrandizement or an arbitrary competitive urge but to maximize the Kingdom impact of LeTourneau University in accordance with our unique calling and mission. LeTourneau's academic quality and institutional reputation will position us among the national top tier of teaching institutions with a polytechnic bent and the top tier of universities within the Christian higher education landscape (e.g. members of the Council of Christian Colleges and Universities). While we strengthen our commitment to the distinctive

value of thoroughly Christian education, we will reflect this excellence both at the level of individual academic programs and the whole institution. A range of indicators will measure success, such as job and graduation placement and other student success outcomes. Just as important, distinctiveness and quality must be recognized by audiences near and far. This will be reflected in growing enrollment, increasing preference for LeTourneau University over peers and competitors, and the broad and growing reputation of our programs, students, faculty, alumni and the university at large. It will build on our existing strengths, recommit us to continuous improvement, and call for creativity, boldness, and savvy as we seek to make our story more widely known.

THE TRUSTED NATIONAL VOICE ON FAITH, SCIENCE & TECHNOLOGY

2035 ASPIRATION

LeTourneau's unique saga as The Christian Polytechnic University creates a natural platform for considering questions and complexities of scientific and technological innovations from a distinctly Christian point of view. We have a special responsibility to help lead, broker, and shape the national discourse in our increasingly technological age about how technology, scientific advances, and Christian faith fit together. If not LeTourneau University, then who? Our students will be formed by an educational approach that is thoroughly integrated, in which we consistently wrestle with the difference our Christian faith makes for every discipline—from Engineering to the Arts—and the opportunities and trade-offs that scientific and technological advancement create for learning, living, and working. At the same time, LeTourneau

will reach outward, helping families, professionals, and the Church to fulfill the mission God has for us in this time. The focus on "faith, science, and technology" inherently includes how this works out in culture and society. While this focus leverages a distinctive area of strength for LeTourneau and our institutional profile, realizing this aspiration will include many academic disciplines, and faculty with a range of areas of expertise will help raise and shape our institutional profile to speak effectively into our culture. We will remain a primarily undergraduate teaching university, and, although cultivating this voice will be one dimension of the unifying academic culture at LeTourneau University, individual faculty members will contribute according to their positions, expertise, and giftings.

RESILIENT AND DIVERSIFIED FINANCIAL POSITION

2035 ASPIRATION

The next decade offers a critical window for university growth and greater missional impact. LeTourneau University will build on its healthy and stable operational and financial position to seize these opportunities and position the university for longstanding financial strength. We will continue to build a dynamic and bold enrollment strategy, moving forward together across academic and operational areas. We will better sense and respond to market demand out of our academic strength and identity. We will develop the structures to

allocate resources strategically and with greater foresight. We will continue to forge and maintain our relationships with donors and business partners who believe in our mission, dramatically growing our endowment. We will also build our ability to think imaginatively and act strategically to leverage the university's resources to generate revenue outside of the traditional academic business model; both to fortify LeTourneau's long term financial health and to protect ourselves from potential impediments to our Christian mission.

AN UNPARALLELED STUDENT EXPERIENCE

2035 ASPIRATION

LeTourneau University ultimately exists to shape students to be influencers for the Kingdom of God in their varied contexts and callings. Students are at the heart of our mission. We want to cultivate a learning environment that offers them the best experience possible at The Christian Polytechnic University. We will foster an ever-richer transformative educational community with our students at the center that brings them joy, earns their trust, builds their knowledge and skill, and propels them into gospel-directed lives and careers. In the class-

room, in extra-curricular opportunities, and in all corners of the student experience, we will delight in finding new ways to exceed students' needs and expectations. Like a vector, the student experience we build will be "unparalleled" in both magnitude and direction: magnitude because of the lengths to which we'll go to foster it and direction because it will be uniquely LeTourneau, capitalizing on our story, culture, and strengths to offer what other institutions are not built to provide.



WHO WE'LL **SERVE**

AN ENRICHING EMPLOYEE EXPERIENCE

2035 ASPIRATION

If engaging students and learners is our mission, then the faculty and staff are the means for carrying out that mission. Our student experience is directly impacted by the faculty and staff experience and the ways we invest in them. Many employees will give much or all of their career to LeTourneau University, and we must in turn be a working community that offers each faculty and staff member a supportive, enlivening context in which to express our gifts and fulfill our calling. Employees should feel invested in our shared mission and success—knowing that we are in this together. They should feel they are better for working at

LeTourneau as they experience professional and spiritual growth during their time here. This is a strategic priority as we seek to attract, retain, and reward the people who can deliver academic and operational excellence and unparalleled student experience. As a distinctly Christian organization, LeTourneau should receive high marks as an increasingly positive workplace for those called to serve our institutional mission. Like the other facets of the 2035 Vision, this is a perennial pursuit of growth and improvement even while achieving high standards for our employee experience.

HOSPITALITY TO OUR EAST TEXAS COMMUNITY & THE WORLD

2035 ASPIRATION

We are called throughout Scripture to extend the same hospitality to others that Jesus extends to us (Romans 15:7). Our mission to serve and engage the local and global community and cultivate Christian virtue is centrally expressed through the practice of hospitality; welcoming others like family, and serving them with our time, talent, attention, care, and resources. We will be a blessing to our local community, a partner to businesses and organizations, and an extraordinary host to every prospective family and visitor who steps foot on our campus. We are in Longview for a purpose, and we have much to give and to gain by asking how we can engage more deeply and with greater intentionality in our East Texas community. We will cultivate an organizational posture of welcome that grows from our relationships with one another—with longstand-

ing friends as well as those of our broader community who might have been less apt in the past to engage with LeTourneau or participate on campus. We will provide an exceptional guest experience, building the systems and cultures to welcome new students, staff, faculty, donors, and guests. We also will continue to build relationships with businesses and other organizations, advancing research and application, creating professional pipelines for our students, and fostering opportunities for new partnerships internationally. This hospitality on campus, towards our East Texas community, and beyond, should reflect the essence of our "Statement on Biblical Diversity" from our 2021–2024 Strategic Plan, which also supports the other facets of the 2035 Vision.



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