



VISION 2030 GOALS

Vision 2030: To become a top-ranked regional university serving students, alumni and the community.

Purpose: Guided by Vision 2030 as approved by the Augustana Board of Trustees, the university strives to become a top-ranked regional university in service to students and grounded in the shared values of Christian, Liberal Arts, Excellence, Community, and Service. Augustana University has, in collaboration with key stakeholders, identified the following goals:

Academics Goals:

- Establish new academic structures and centers that sustain excellence, facilitate growth, and cultivate innovative and impactful teaching, learning, and research
- Establish (a) professional school(s) that respond to the needs of students, grow enrollment, diversify revenue streams, and address workforce requirements of the regional community
- Establish a premier program in the arts that enriches and deepens student learning and contributes to the cultural vitality of our community
- Enhance and embolden the academic enterprise through the transformational power of technology and data

Athletics Goals:

- Maintain academic and athletic excellence to recruit and retain exceptional student-athletes
- Enhance the collegiate experience for student-athletes to position them for a lifetime of growth and success
- Transition to NCAA Division I intercollegiate athletics to provide student-athletes the opportunity to compete at a higher level and elevate the profile of the university
- Engage the Sioux Falls community to enthusiastically embrace Augustana University as the hometown team

Enrollment and Strategic Scholarships Goals:

- Diversify the student body through strategic initiatives in order to enhance the overall learning environment and best prepare graduates to work, lead and serve in an ever-changing global community
- Enroll 3,000+ undergraduate and graduate students to better serve the cultural and professional needs of the region and beyond

Physical Campus & IT Goals:

- Transform the physical campus to include student housing, IT infrastructure, and new and enhanced facilities to meet the needs of Augustana University as identified in the vision for 2030

Campaign Goals:

- Fund Vision 2030 by securing monetary resources, consisting of annual, cash, planned and pledged gifts