



RISING TO THE FUTURE 2030

Rochester Christian University Strategic Plan

Rochester Christian University will position itself as a Christ-centered, forward-looking, and globally connected institution by innovating academic programs, expanding its reach and impacting communities, scaling with efficiency, and elevating its brand to stand out as a destination for transformative Christian higher education.

Our strategy directly supports the mission of empowering students to lead lives of personal and professional significance while serving God in a changing world, and our vision of becoming a global destination for innovative, relevant, values-driven education.

1. Innovation & Relevance

Imperative: Deliver innovative, values-driven, and market-relevant education that transforms students and prepares them to serve and lead in a changing world.

Strategic Priorities:

- Launch new, mission-aligned, market-driven degree programs (with a priority on STEM, emerging AI technologies, mental health, and health sciences) alongside micro-credentials and certificates for professionals.
- Expand career and calling readiness initiatives by establishing a centralized Career & Vocational Services Center for job placement, employer and community partnerships, internships, community service, and faith-integrated vocational discernment.
- Invest in teaching excellence through competitive faculty salaries, professional development, and balancing faculty composition to enhance student experience and ensure continuity and innovation by expanding full-time faculty engagement.
- Centralize and strengthen online and accelerated learning models to serve adult learners, international students, and students seeking flexible pathways.

2. Destination & Outreach

Imperative: Become a global destination for transformative Christian education and broaden RCU's impact across Michigan, the nation, and the world.

Strategic Priorities:

- Elevate RCU's regional, national, and international recruitment pipeline and improve student support.



- Build strategic partnerships with universities, churches, businesses, governments, and nonprofits for practicum opportunities, global study exchanges, and dual programs.
- Host signature conferences, faith-based forums, and community events that highlight RCU's role as a Christ-centered institution and hub for innovation and thought leadership.
- Expand digital outreach, marketing, and storytelling campaigns to increase visibility regionally, nationally, and internationally.

3. Sustainability & Scaling of Operations

Imperative: Create a sustainable, adaptable, and scalable institution that can grow enrollment, expand access, and strengthen the student experience.

Strategic Priorities:

- Restructure operations to ensure financial sustainability while scaling enrollment (optimize staffing models, streamline programs, expand use of technology).
- Develop a 5-year facilities master plan to modernize residence halls, food services, campus safety, and academic spaces, ensuring a transformative and welcoming campus experience.
- Upgrade technology infrastructure (internet reliability, student information systems, online learning platforms).
- Strengthen student support systems (advising, faith integration, communication processes, 360 wraparound success and support initiatives) to improve retention, belonging, and enhance community life.

4. Brand Clarification & Elevation

Imperative: Clarify RCU's brand and Christ-centered identity and elevate its reputation as a distinctive university of innovation, relevance, and excellence.

Strategic Priorities:

- Enhance the universal appeal of programs and services by clearly articulating and communicating RCU's Christ-centered identity, demonstrating how faith, academic excellence, and values-driven leadership uniquely intersect at RCU.
- Launch a comprehensive branding campaign to highlight RCU's teaching excellence, small-community advantage, transformative campus experience, geographic desirability, and global outlook.
- Invest in faculty recruitment and retention to attract diverse, highly knowledgeable, talented, and mission-driven professionals who embody RCU's mission and values.



- Showcase RCU as a university of calling and vocation, where students discern their God-given purpose and are equipped to lead meaningful lives of service and significance in a changing world.