

National Campus Programs - Strategic Plan

(Final – 9.6.24)

OVERVIEW

As part of Elon University’s strategic plan for 2030, *Boldly Elon*, the university has identified key geographic areas for deepening and expanding Elon’s presence including Charlotte, Los Angeles, New York, Washington, D.C., and other strategic campus locations. These cities, collectively known as Elon’s National Campus, are hubs for alumni (professional development and networking), students (internships and Study USA), prospective families (admissions headquarters) and community members (lifelong learning and professional education).

ABOUT ELON NATIONAL CAMPUS PROGRAMS

Background

For 16 years, Elon has offered programming in domestic locations, starting with Elon in Los Angeles, primarily under the umbrella of Study USA and the Isabella Cannon Global Education Center. New York City and Washington, D.C. have also offered academic programming. Alumni Chapter programming has been steadily growing for more than 20 years. Activities at these locations have expanded to include parents, prospective students, partner organizations, athletics fans, and other key constituents. In recent years, the University has invested in new admissions officers in these key areas to support national on the ground student recruitment.

Vision

As stated in *Boldly Elon*, Elon will continue its rise as the pioneer and national leader in engaged teaching and learning to define our position as a national university. The programming established and the relationships developed at the National Campus locations will further strengthen this position.

National Campus Programs aspire to be an extension of Elon’s central campus by bringing the same mission, quality, energy, engagement, and service to our constituents around the country. These Campuses benefit the greater university by offering unique professional and cultural experiences to undergraduate and graduate students that they can only experience in these select locations. A national presence also allows Elon to deepen our alumni connections, expand our employment network and build out a national student recruitment model for the future of the University.

Mission

Elon’s National Campuses support robust activity centered around engaged, place-based, academic programs offering new opportunities for current students through internships and Elon’s Study USA programs. Each Campus will support multiple Elon partners (academics, admissions, advancement, alumni, athletics, career services, professional and continuing education and more) by collaboratively working with departments to host distinctive events, programs, workshops and opportunities that support their respective constituents to advance Elon’s national presence and reputation.

NATIONAL CAMPUS STRATEGIC GOALS

GOAL #1: GROW AND DIVERSIFY ACADEMIC OFFERINGS AND PROGRAMS IN NATIONAL CAMPUS LOCATIONS

Objectives

- A. In partnership with the Isabella Cannon Global Education Center (GEC) and Study USA, evaluate current, and explore expansion of undergraduate academic courses and programs across existing Elon National Campus locations.
- B. Collaborate with the Provost, Deans, Department Chairs, and faculty to identify potential graduate programs and certifications offered at National Campus locations.
- C. Work with academic departments to support professional development opportunities for faculty engagement in the growth of academic offerings and programs at National Campus locations.
- D. Implement strategic initiatives to achieve robust enrollment at all Elon National Campus locations, ensuring a diverse and engaged student population.
- E. Foster intercultural development and global awareness among students by integrating programs into the curriculum at national campus locations.

GOAL #2: DEVELOP NATIONAL CAMPUS LOCATIONS INTO PREMIER HUBS THAT ESTABLISH DYNAMIC COMMUNITY PARTNERSHIPS AND ENHANCE PROFESSIONAL DEVELOPMENT OPPORTUNITIES FOR ELON ALUMNI, STUDENTS, FACULTY AND STAFF

Objectives

- A. Partner with the Office of Alumni Engagement to offer opportunities for alumni to engage with students, community partners, and fellow alumni at our National Campus locations.
- B. Collaborate with the SPDC and the Office of Professional and Continuing Studies to host professional development opportunities at the National Campus locations, including workshops, short courses, speaker series, certificates, and continuing education to support alumni connections and lifelong learning.
- C. Build employer and organizational partnerships that are mutually beneficial for Elon and the National Campus community.
- D. Identify key constituents to participate on a campus-specific Advisory Councils (starting with Elon Charlotte and Elon Los Angeles) with focus on deepening relationships for students, alumni, parents, and friends.

GOAL #3: SUPPORT THE EXPANSION OF ELON'S UNIVERSITY ADMISSIONS FOOTPRINT

Objectives

- A. Collaborate with the Office of Admissions to expand and diversify admissions recruitment, attracting students from a wider range of backgrounds and experiences, and developing pathways for enrollment of non-traditional students, with a specific focus around the National Campus locations and programs.
- B. Implement programming to introduce prospective students to curricular and co-curricular opportunities.
- C. Support admission events at National Campus locations that connect prospective students with current Elon students, faculty, staff and alumni.

GOAL #4: INTEGRATION OF NATIONAL CAMPUS INITIATIVES TO SECURE ELON'S POSITION AS A GLOBAL LEADER IN ENGAGED LEARNING & MENTORING

Objectives

- A. Form an internal National Campus Advisory Council that is consultative in nature and supports shared governance, including academic deans, faculty, staff from Inclusive Excellence, Student Life, Residence Life, Disability Resources, the SPDC, Academic Advising, and other campus partners.
- B. Collaborate with the Finance and Administration Division to develop a financial model that allows for continued growth and sustainability of the National Campus.
- C. Focus on creating engaged learning experiences through existing networks that are distinct to Elon campuses.
- D. Create a marketing plan that promotes National Campus initiatives, updates, and achievements to both the internal and external communities.
- E. Led by the Director of National Campus Programs, implement a comprehensive system to monitor and evaluate National Campus data and evaluative measures to identify trends, inform marketing and recruitment strategies, enhance program offerings, and optimize resource allocations.
- F. Grow existing partnerships and investigate new relationships with other universities that host similar programs.