

Brescia University Strategic Plan 2025-2027

Brescia University's strategic plan is grounded in our enduring mission: to form compassionate and critical thinkers through a holistic, deeply personal education. It reflects who we are at our best—a community that knows its students by name, walks with them through challenge and discovery, and prepares them not only to succeed professionally, but to live lives of purpose, service, and thoughtful leadership.

Developed over an intensive ten-week period, this plan is the product of broad and meaningful collaboration. Students, faculty, staff, trustees, cabinet members, athletics, human resources, institutional research, campus ministry, technology, and the Ursuline Sisters all contributed their voices, insights, and hopes for Brescia's future. The result is a shared vision that is both aspirational and grounded in the lived experience of our campus community.

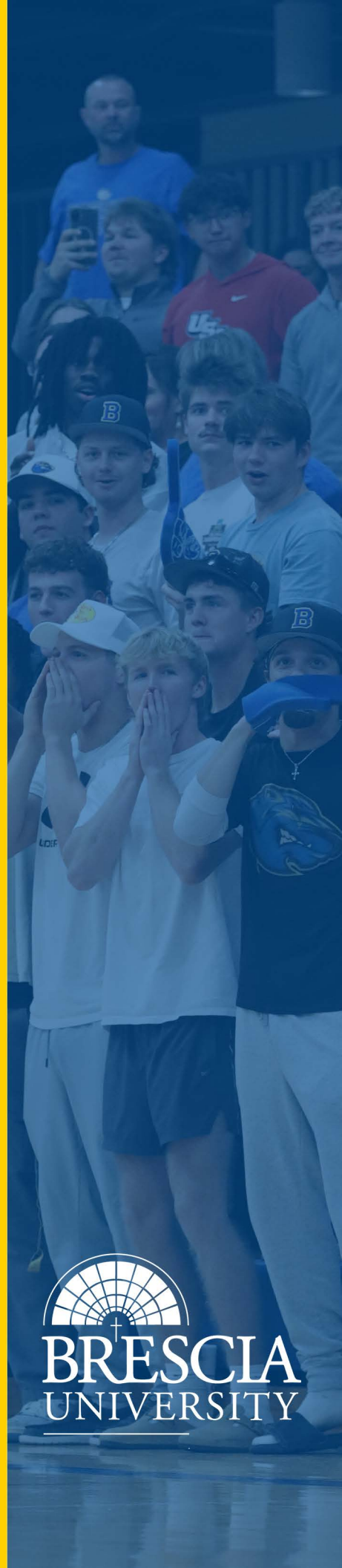
To ensure clarity, accountability, and focus, Brescia has adopted the Objectives and Key Results (OKR) framework articulated by John Doerr in his book, *Measure What Matters*. This approach allows us to articulate what matters most in the next two years and to measure our progress with specificity and transparency, while remaining faithful to our values.

At its core, this strategic plan is about people—our students, our employees, and the generations who will call Brescia home in the years ahead. It commits us to removing barriers, strengthening support, and stewarding our resources responsibly so that every student can envision a clear path forward and the University can thrive well into the future.



A handwritten signature in black ink that reads "Madison C. Silvert". The signature is stylized with a long horizontal line extending from the end.

Madison C. Silvert, J.D.
Brescia University President



Strategic Plan Objectives

Objective 1: Every student knows their path to graduation and believes they can succeed

Key Result 1: By May 2026, 85% of students surveyed will report that they have reviewed their degree plans and clearly understand them.

Key Result 2: By February 1, 2026, every faculty and staff member will complete role-specific training in advising best practices.

Key Result 3: By November 1, 2026, 85% of in-person undergraduate students will understand their specific financial graduation success plan.

Key Result 4: By May 2027, 85% of students will engage in at least one experiential learning or co-curricular activity supporting graduation success.

Key Result 5: By May 2027, 100% of students will be supported by at least one person, in addition to their advisor, who encourages their graduation goals.

Objective 2: Ensure a thriving financial future

Key Result 1: By the end of fiscal year 2026, the University will exceed \$1 million in operating cash flow, and by fiscal year 2027, \$3 million.

Key Result 2: Launch a minimum \$10 million comprehensive campaign by October 2027.

Key Result 3: Increase enrollment of student populations with the highest return by 20% by October 2027.

Key Result 4: Budgeted recurring expenses increase by less than the HEPI over the next two years.

Key Result 5: Launch one new program or partnership annually yielding \$250,000 in cash flow.

Mission Statement:

We are a Catholic Ursuline University forming compassionate, critical thinkers through a holistic and deeply personal education.

