

## **DRAFT**

### **North Carolina Wesleyan College 2012-2015 Strategic Plan**

APPENDIX A

Distinctiveness/Brand

Following is the full text of the College press release on the Your Great Starts Here theme.

Your Great Starts Here...Learn, Friend, Serve, Succeed. These are words of the theme that appears all over the campus and on current publications produced by North Carolina Wesleyan College. The concept for the theme evolved from the value statements in the mission and strategic plan of the college, as well as its overall vision to become “the next great American college.”

So, what does the theme represent for current and future Wesleyan students, the college as an institution, or beyond to the community at large? While merely attending a college is not a guarantee of greatness, NC Wesleyan has put forth “Your Great Starts Here” in the context of seizing the opportunity for achieving greatness. By considering the four additional words of the theme, Learn, Friend, Serve, and Succeed, the deeper meaning becomes clear.

**Learn:** In the college experience, there are unlimited opportunities to grow intellectually while learning about a wide variety of topics through countless methods and experiences. The students, who are open to sampling and stretching beyond the familiar comfort zone, are the most likely to maximize their educational opportunity. Wesleyan faculty, staff and mentors seek to assist and nurture all students by encouraging them to develop to their full potential. The goal is for all students to become “great” within their chosen field and as responsible, productive members of society.

**Friend:** Humans are social animals and enjoy life most when experiences are shared with others. Wesleyan students have the opportunity to make lifelong friends who share their dreams, passions, experiences and values. At the same time, campus life provides the possibility of a greater and deeper understanding of what friendship can be as they get to know and spend time within a student body composed of individuals from many diverse backgrounds, cultures, and foreign countries. As students expand their familiar hometown circle to include new friends, they begin to learn more about themselves and that realization is a key component in the effort to become “great.”

**Serve:** Individuals can develop a deeper understanding of their purpose, value and potential through the direct application of their time, talent and knowledge in the service of others. Whether through a campus organization, activity, team, or outreach to assist community organizations, Wesleyan students gain strength, confidence, understanding, and leadership skills through service experiences. These activities take them beyond the campus walls to apply classroom knowledge and skills to the real-life needs of society. Each opportunity to serve creates another chance for Wesleyan students to grow toward achieving “greatness.”

Succeed: Success can be measured in many ways, but is defined most appropriately by each individual. In a recent video that can be viewed on the college website, NC Wesleyan is described as “a place where the road begins with you and ends with who you want to be.”