

DRAFT

North Carolina Wesleyan College 2012-2015 Strategic Plan

Priority Area: Distinctiveness/Brand

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.

President James Gray has said that each student has his or her own personal definition of what it means to be “great” and the college strives to help each individual achieve that goal. The dedicated student, who embraces all of the opportunities to learn, make friends, and serve the community, can leave the Wesleyan campus with a diploma in hand successfully prepared to enjoy life’s journey and manage its challenges. That is the true meaning of the theme, “Your Great Starts Here...” (See Appendix A.)

Goal	Responsible Unit, Person, etc.	Timeline	Cost	Completion Date
Assess Effectiveness of Identified Distinctiveness/Brand	Director of Institutional Research; VP of Enrollment Management	2012-2013	To be determined	Jan. 2013
Based on assessment outcome, fine tune/create comprehensive roll-out of the brand’s usage.	VP of Advancement; VP of Enrollment Management	2012-2015	To be determined	Ongoing