



Ready in Every Season

2024-2026 Strategic Plan Executive Summary

Mission: To educate Christian students to think and live a biblical worldview and to proclaim Christ by serving Him in the Church and society.

Vision: Strengthening the foundation that will enable us to be the leader in collaborative, contextualized biblical higher education in the U.S. and around the world.

Theme: Ready in Every Season (2 Timothy 4:2)

Readiness hinges on being stewards, maximizing and multiplying God's resources. Readiness is being present in good times and hard, when experiencing favor and enduring difficulties. Readiness is being nimble, never compromising, always focused on Christ, always tuned to the work of the Spirit, understanding the times and adjusting to what needs to be done; prepared to prune, willing to change, willing to risk, always with the goal of continuing to educate Christian students to think and live a biblical worldview and to proclaim Christ by serving Him in the Church and society.

Values: The principles that drive our actions and decisions:

Biblical: We apply God's Word to all of life.

Stewardship: We maximize and multiply God's resources.

Collaboration: We work with others to accomplish our mission.

Innovation: We strive to continually improve to give God our best.

Servanthood: We serve others to bring out their best.

Strategic Plan Lines of Effort and Goals: We focus on six areas of strategic effort; each goal is measured by key performance indicators (KPIs).

Identity: Clarify our identity as a Bible college.

1. Refine LBC's institutional values, staying true to our mission and ready in every season.
2. Clarify and communicate the LBC difference.

Culture: Nurture a community where faculty, staff and students belong and thrive.

3. Establish an institutional culture that reflects the diversity and unity of Christ's global body.
4. Foster an organizational culture where faculty, staff and students thrive.

Structure: Design and build a nimble institution.

5. Reform our organizational structure for greater flexibility, efficiency and missional impact.
6. Establish and implement a biblical framework that undergirds all our efforts.

Education: Deliver an exceptional education that is biblically integrated with deep personal engagement.

7. Expand (and contract) academic programming to best serve the changing marketplace.
8. Establish cyclical rhythms of program evaluation to improve effectiveness.

Student success: Ensure students flourish while growing enrollment for greater kingdom impact.

9. Foster a culture to attract and retain mission-fit students on each level of academic engagement (TU, sites, online, partnerships).
10. Refine and improve educational partnerships for greater kingdom impact and financial viability.

Stewardship: Ensure the long-term viability of Lancaster Bible College.

11. Enhance LBC's financial position, creating annual marginal revenue of at least 4%.
12. Grow relationships with alumni and donors to build deeper friendships and engagement.