



LOGAN UNIVERSITY

2025 - 2028 STRATEGIC PLAN



Introduction

The landscape of higher education is undergoing a profound transformation—shaped by technological advancement, shifting societal needs, and the urgent demands of global health systems. We must rise to meet the moment with purpose, agility, and vision.

Loan University's Strategy Plan is more than a roadmap—it is a shared vision that reflects our values, aspirations, and unwavering commitment to excellence in education, research, and community engagement.

Over the past several months, we have collaborated across departments, disciplines, and generations to shape a strategy that honors our rich history while embracing the opportunities ahead.

With input from more than 120 faculty and staff, this plan positions us to innovate, lead, and grow in ways that are bold, inclusive, and forward-thinking.



Our responsibility is clear: to educate, inspire, and empower the most premier students—those with the intellect, passion, and resilience to lead the future of health care. We are committed to fostering a learning environment where innovation thrives, ethical leadership is nurtured, and our graduates have the ability to make a difference in the lives they touch.

Vision, Mission & Values

MISSION

Logan University is a diverse and engaging community committed to excellence in health sciences, education, and service.

VISION

Logan University aspires to be a community of leaders committed to transformative student success in health and wellness.

VALUES

Diversity
Empathy
Students First
Positive Attitude
Evidence Informed Decision Making
Character/Integrity
Teamwork
Respect



About Logan University

Logan University is dedicated to creating health leaders of tomorrow by combining its strengths of world-class faculty, tailored curriculum, hands-on experience and a vibrant campus community.

Named for its founder and first president Hugh B. Logan, DC, Logan University opened in 1935 under the name Logan Basic College of Chiropractic. Its first class of seven men and women enrolled that fall and would go on to graduate in 1939.

Between 1958 and 1964, Logan merged with Carver College of Chiropractic from Oklahoma City and Missouri Chiropractic College. Following these mergers, Logan changed its name to Logan College of Chiropractic. In 1973, Logan acquired its current residence on a 112-acre wooded hilltop in Chesterfield, Missouri with buildings that once housed Maryknoll Seminary. After undergoing several campus renovations and expansions, MSNBC named Logan one of “America’s Most Beautiful Campuses.”

Logan has the chiropractic profession as its legacy and is expanding its reach into other areas of health sciences to include dietetics, strength and conditioning, health informatics and more health sciences geared professions.

To reflect this shift, Logan changed its name to Logan University in 2013.





Strategic Planning Process

- The findings from the 2024 Great College to Work For Survey illuminate the vital need to engage Logan University's workforce in strategic planning processes.
- The Office of Operational Excellence, Planning, and Learning takes the initiative to capture the diverse perspectives and constructive insights of Logan's workforce. Feedback and results from the project is gathered from all Logan divisions and departments.
- A Strategic Planning Summary Report is crafted and presented to Logan University's cabinet which are reviewed during a Cabinet Retreat.
- Senior leadership collaborates with the Office of Operational Excellence, Planning, and Learning to carve out Logan's five strategic pillars.
- Logan hosts the first hybrid strategic planning retreat, inviting more than 100 on-campus and remote faculty and staff members to participate in the process.
- The outcomes of the retreat are consolidated into a Strategic Planning Retreat Results Summary Report, which includes the five strategic pillars, strategic priorities, initiatives, and suggested KPIs and measures.



Institutional Pillars

Aligned with Baldrige Best Practices

1. WORKFORCE ENGAGEMENT

- Increase employee input in decision-making processes.

2. STUDENT SUCCESS AND EXPERIENCE

- Improve retention and graduation rates.

3. ACADEMIC INNOVATION

- Develop and launch programs with high ROI.

4. FINANCIAL STABILITY

- Diversify revenue and enhance operational efficiency.

5. BRAND AWARENESS

- Strengthen institutional visibility and reputation.

1. Workforce Engagement

Increase employee input in decision-making processes.

Strategic Priorities #1. Improve Onboarding and Mentorship Programs

- Develop a structured onboarding process at both institutional and departmental levels.

Rationale: *A strong start builds long-term engagement. Employees need clarity, connection, and support from day one.*

Strategic Priorities #2. Foster a Culture of Recognition and Accountability

- Create inclusive faculty and staff recognition programs.
- Develop merit-based performance reviews and raise structures.
- Increase communication and transparency of institutional decisions.
- Reinstate community-wide events and shared celebrations.

Rationale: *Recognition boosts morale and retention. Accountability ensures fairness and performance alignment. Low morale and lack of transparency are affecting culture and performance. A supportive environment will empower employees and students alike.*

Strategic Priorities #3. Strengthen Cross-Departmental Collaboration

- Encourage shadowing and cross-functional brainstorming.
- Encourage cross-departmental partnerships.

Rationale: *Breaking down silos fosters trust, innovation, and a unified campus culture. Collaboration will enhance learning and operational efficiency.*

Strategic Priority #4. Improve Faculty Development and Support

- Offer microcredentials for teaching innovation.
- Create incentives for credential attainment.
- Provide consistent access to hardware, software, and training.

Rationale: *Faculty are central to innovation. Supporting their growth drives institutional excellence.*

2. Student Success and Experience

Improve retention and graduation rates.

Strategic Priority #1. Strengthen Academic Program Review and Data-Driven Decision Making

- Conduct program reviews using financial, enrollment, and outcomes data.
- Conduct market analysis and forecasting.
- Align program decisions with institutional mission and market demand.
- **Rationale:** *Continuous improvement ensures relevance, sustainability, and strategic growth.*

Strategic Priority #2. Enhance Student Quality, Retention, and Success

- Evaluate admissions standards to attract high-caliber students, in light of changing accreditation and financial aid.
- Ensure academic integrity and accountability.
- Promote career services.
- **Rationale:** *Student success is tied to preparation, support, and outcomes. A focus on quality and retention will improve reputation and long-term viability.*

3. Academic Innovation

Develop and launch programs with high ROI.

Strategic Priority #1. Integrate AI and Emerging Technologies into Curriculum

- Update the AI Policy, establish mechanisms to encourage and support AI use among faculty and staff.
- Identify or develop training programs for responsible AI use in teaching and learning.
- Embed AI literacy into select student learning outcomes.

Rationale: *AI is transforming education and healthcare. Logan must lead in responsible integration and innovation.*

Strategic Priority #2. Expand Career-Focused Credentials and Flexible Learning Pathways

- Launch microcredentials, stackable certificates, and accelerated degree options.
- Align offerings with market demand through ongoing labor analysis.
- Explore dual enrollment and prior learning assessments.

Rationale: *Students need flexible, affordable, and career-relevant education. These programs enhance access and ROI.*

Strategic Priority #3. Foster Interdisciplinary Collaboration and Integrative Healthcare Education

- Develop inter-curricular courses and shared learning experiences.
- Promote interprofessional education and practice.
- Build collaborative relationships with external institutions and healthcare organizations.
- Create integrated clinic systems.

Rationale: *Breaking silos enhances innovation, student experience, and community impact. Silos between colleges and departments limit innovation and student experience.*

4. Financial Stability

Diversify revenue and enhance operational efficiency.

Strategic Priority #1. Diversify Revenue Streams

- Expand continuing education, microcredentialing, and certificate programs.
- Explore additional revenue via campus assets and services

Rationale: Reducing tuition dependency is critical. Leveraging existing resources and launching new offerings will generate sustainable income.

Strategic Priority #2. Optimize Operational Efficiency

- Implement AI and automation to streamline administrative tasks.
- Reassess infrastructure costs.
- Require multiple competitive bids for large purchases and share non-profit status with vendors

Rationale: Cost containment and smarter resource allocation will improve financial health without compromising quality.

Strategic Priority #3. Strengthen Enrollment and Retention

- Create Enrollment Management Plan
- Identify programs with poor retention and develop strategies to improve retention.

Rationale: Enrollment drives revenue. Strategic program development and student success initiatives will stabilize and grow the student base.

Strategic Priority #4. Improve Financial Transparency and Communication

- Proactively educate faculty, staff, and students on the financial health of the institution.
- Share budget rationale in regard to institutional priorities.

Rationale: Transparency builds trust and empowers the community to support financial goals collaboratively. Financial stability is essential for long-term success. Strategic growth will ensure Logan remains viable and competitive.

5. Branding Awareness

Strengthen institutional visibility and reputation.

Strategic Priority #1. Unify and Refresh Logan's Brand Identity

- Clarify Logan's brand elements to reflect its status as a comprehensive university.
- Ensure cohesive brand utilization for internal and external use.

Rationale: *Logan's brand is inconsistently applied and overly focused on chiropractic. A unified identity will elevate all programs and foster internal alignment. Logan is still widely perceived as a chiropractic-only institution. A unified brand will elevate all programs and attract diverse student populations.*

Strategic Priority #2. Optimize Use of Media Channels

- Determine optimum depth and breadth of student content for social media platforms.
- Assess effectiveness of marketing channels.
- Determine optimum marketing spend for Logan University and for each program, with expected ROI.
- Increase visibility of student success outcomes.

Rationale: *Current social media efforts are outdated and misaligned with student interests. A refreshed digital strategy will increase engagement and visibility.*

Strategic Priority #3. Strengthen Community Engagement and Partnerships

- Increase hosting and participating in local events (e.g., health fairs, festivals, marathons).
- Collaborate with local organizations, schools, and clinics.
- Increase signage and presence in the Greater St. Louis area.

Rationale: *Logan's brand is not well known locally. Community engagement will build trust, visibility, and recruitment pipelines.*

Strategic Priority #4. Elevate Alumni Engagement and Advocacy

- Create a unified alumni advisory council that represents all colleges and programs.
- Develop plan to engage alumni to refer students.
- Track alumni outcomes.

Rationale: *Alumni are powerful brand ambassadors. Strengthening relationships will enhance reputation and support recruitment.*

Strategic Priority #5. Promote Internal Brand Ownership and Training

- Include Logan brand training in faculty and staff onboarding and professional development.
- Ensure brand consistency in order to build Logan pride.

Rationale: *Internal alignment is essential for authentic external branding. Empowering employees ensures brand consistency and advocacy.*

Moving Forward...

This strategic planning process marks the beginning of a bold, three-year strategic planning cycle—one that reflects the voices of our people, the strength of our community, and our unwavering commitment to excellence.

Together, we are not just planning for the future—we are shaping a future where every voice matters and every action drives impact.



An aerial photograph of the Logan University campus, overlaid with a semi-transparent blue filter. The image shows various academic buildings, parking lots filled with cars, and green spaces. A prominent central tower is visible. The text 'LOGAN.EDU' is centered in white, uppercase letters. There are yellow geometric shapes in the top-right and bottom-left corners, and white horizontal lines on either side of the text.

LOGAN.EDU