

Strategic Goals	Description
Illuminate 1- Christian Environment	Under the motto <i>Pro Ecclesia, Pro Texana</i> (For Church, for Texas), we are devoted to the pursuit of academic excellence animated by Christian faith and the demonstration that a preeminent Christian university might offer a distinctive voice and presence in the contemporary world.
Illuminate 2-Transformational Education	We provide undergraduates with a truly transformational education — one in which students develop their leadership potential, explore their faith and beliefs, increase their desire for wisdom, and prepare for service in a diverse and interconnected global society.
Illuminate 3-Research and Scholarship	We aspire to transform lives around the world through ground-breaking research and evidence-based, capacity-building partnerships that address the critical issues of our time and create a foundation for future discoveries.
Illuminate 4-Arts and Athletics	We encourage artists to cultivate expertise in their own craft and explore cross-discipline collaboration within a close-knit community. We aspire to win athletics championships with integrity as a dynamic component of our Christian witness, and to prepare graduates holistically for a lifetime of success.
Ignite 1-Simplification and Standardization	Moving toward improved efficiencies and standard business processes, we will change how we work. To enable the future state to meet project objectives, processes will be designed based on the out-of-the-box best practice functionality as delivered by the cloud systems.
Ignite 2-Transformation	The future state design will not be constrained by the status quo. All business processes will be "on the table" and Baylor will focus on the possible.
Ignite 3-Accountable Governance	The project and the future state operating model will have a clearly defined governance structure that is communicated university-wide. We will create a dynamic environment that embraces ongoing, meaningful change.
Ignite 4-Transparency and Inclusion	We take the needs of stakeholders seriously, and we will consider suggestions and comments from the campus community. However, there should be no expectation that any given suggestion or recommendation will be adopted.
Ignite 5-Clear Communication	We are committed to making information about this initiative available to the Baylor community during the project and after "go-live." We will use multiple methods of communication and will keep them updated.
Ignite 6-Measurable Results	Transformed processes will be measured via qualitative and quantitative key performance indicators to track ongoing performance and identify continuous improvement efforts. We will communicate what and how we will measure.
Pro Futuris 1-Transformational Education	Where academic excellence and life-changing experiences ignite leadership potential that increases our students' desire for wisdom, understanding of calling, and preparation for service in a diverse and interconnected global society
Pro Futuris 2-Compelling Scholarship	Where research discoveries illuminate solutions to significant challenges confronting our world and where creative endeavors reflect the breadth of God's creation
Pro Futuris 3-Informed Engagement	Where our Christian faith, in conjunction with our expertise and resources, inspires a desire to address systemic problems facing our community, both local and global, and renews our dedication to improvement of self and service to others
Pro Futuris 4-Committed Constituents	Where the dedication of alumni and friends advances Baylor through sustained involvement and philanthropy
Pro Futuris 5-Judicious Stewardship	Where the value generated by and derived from a Baylor experience is supported through a diversity of revenues, prudent management of our resources, and the pursuit of outstanding quality and character in every area of University life