

The View From My Window

NOVEMBER 2019



Greetings special friends of EMU,

In this our 101st year, we have been asking: “Why EMU for Century Two?” That question invokes vision. Where are we going? What is our strategic direction? A captivating vision connects to mission, seizes momentum, gives people confidence and lights the way to an empowering future!

On November 8, our Board of Trustees ratified a new aspirational vision statement that puts students first! It also gives “wings” to our mission “to prepare students to serve and lead in a global context” in the spirit of Micah 6:8. I am happy to share our second century vision with you—our trusted stakeholders.



OUR VISION

We will open new pathways of access and achievement for all students who aspire to grow as unifying leaders equipped with intercultural competence, oriented toward peace and justice, and rooted in an active faith modeled on the life and teachings of Jesus.



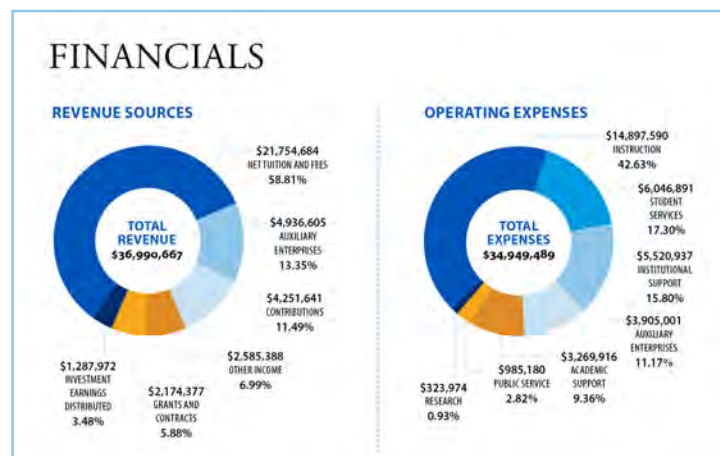
Our newly adopted vision statement is an outgrowth of a comprehensive brand audit we conducted last spring. We asked a broad sampling of our internal and external stakeholders: What is EMU known for? And who is EMU at its best?

We learned our diverse constituencies largely believe that what sets an EMU graduate apart in the workplace and in their communities and churches is a special kind of unifying leadership. Our students lead as “bridge-builders” and rate highly, according to employers, on engaging difference and conflict and solving problems with others. Our new tag line “**LEAD TOGETHER**” (emu.edu/president) captures the essence of the EMU advantage.

In this season of Thanksgiving, we are especially gratified by your abiding support in prayers, advocacy and gifts. As one supporter recently shared: *“We love EMU for the amazing people who call it their community. The relationships built on campus are ones we treasure for life and continue to grow and nurture.”*

We are also enormously thankful to our accomplished faculty, staff and students for leading together in excellence and innovation. Consider these recent accomplishments:

- **Healthy operating budgets** (We’ve secured margin two years in a row)
- **Positive recruitment and retention** (We’re up in new students, set a record in retention, even as we graduated out two of our largest classes in EMU history)
- **Innovative academic restructuring** (We hired four deans, developed three new interdisciplinary academic schools and reconfigured a more robust student life program)
- **Successful recognition** (We’ve been noted by external evaluators for academic excellence and environmental sustainability, as well as for helping our graduates to social mobility and low debt.)



I leave you with an exemplary EMU story:

Just last week, a star academic student, an education major from Mississippi placed 13th among nearly 50 other regional winners in the NCAA Division III triathlon championships in Arizona. In our first year competing in this new sport, Abigail Shelly was coached in running by Bob Hepler (head cross country and track coach), in swimming by English professor Chad Gusler, and in cycling by Joanna Friesen, a seminary grad student who also assists with the cross country and track teams. The campus community was behind her all the way. She shared with me how thankful she was for the support and encouragement of her coaches, faculty, teammates, and student body. She also expressed how appreciative she was for generous supporters of EMU who made it affordable for her to attend EMU. She said: “I look forward to giving back to my church (MCUSA) and to my community when I graduate this May.”



Is this not EMU at its best? We Lead Together!

Happy Thanksgiving!

Susan Schultz Huxman, PhD
President

