



LCC: A BRIDGE-BUILDING COMMUNITY

Executive Summary of the Strategic Plan (2024-2029)

INTRODUCTION

LCC International University is uniquely positioned geographically and missionally. LCC is a Christian university with global impact. In the next 5 years, LCC will strategically use our institutional identity as a **bridge of hope to a world that seeks purpose and peace** - by focusing on relevant program expansion, by reimagining recruitment strategies to identify the right students, and by ensuring campus/financial sustainability to meet the demands.

Our focus is to prepare a new generation of peacebuilders, of action-oriented graduates, of well-prepared and values-driven professionals ready to carry a message of hope to a world that needs it.

- LCC is a welcoming community that is **Christian**, where our core values and character are shaped by modeling the person of Jesus.
- LCC is a **peacebuilding** community, where we promote actions which pursue justice, and we nurture health and healing toward a more peaceful world. Peace is everyone’s business.
- LCC is an extraordinarily diverse **international** community, where students seek to be world citizens, focused on the common good.

1. BRIDGE TOWARD RELEVANT PROGRAMS

LCC will expand the number and quality of curricular opportunities for students. LCC will take the steps necessary:

- To respond to the evolving educational landscape in Lithuania and the EU.
- To ensure relevance and demand.
- To enhance program quality and breadth.

IN 5 YEARS... LCC will have:

- A regionally recognized Peace Center and Institute for Philanthropy.
- 6 BA programs
- 4 MA programs
- 1+ PhD programs

HOW/GOALS

1. Programs are developed and reviewed to ensure the promotion of peacebuilding as an extension of our Christian identity.

2. Introduce 3+ second-cycle programs.
 - a. MA program related to International Business Administration
 - b. MA program related to English Philology
 - c. MA program related to International Relations and Development

3. Collaborate with another university on a third-cycle program.

This initiative demonstrates a commitment to comprehensive university education. Leveraging existing faculty expertise and minimal startup costs, the program expansion strategy offers a cost-effective approach to enriching educational offerings.

Effective leadership in program development and recruitment, coupled with a thorough understanding of cycle expansion principles, will drive success. The integration of new programs with existing initiatives will ensure coherence and effectiveness in implementation.

2. BRIDGE TOWARD THE RIGHT STUDENTS

LCC will reimagine a multi-faceted approach to recruitment, focused on target countries and student groups that best fit the LCC mission. LCC will take the necessary steps:

- To optimize resource allocation
- To strengthen partnerships
- To maximize resources by going deep rather than wide

IN 5 YEARS... LCC will have grown to:

- 700 students (headcount) - PRIME/BA/MA, Study Abroad, Erasmus, International Exchange

HOW/GOALS

1. Diversify recruitment strategies.
 - a. Be present where students are (in-person and online).
 - b. Ensure targeted messaging for students in various markets.

 2. Mobilize all stakeholders.
 - a. International partners
 - b. Current students and alumni
 - c. Church partners

 3. Focus on students that fit the profile and vision of LCC.
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The use of data analytics and strategic partnerships, and the review and implementation of robust marketing and relationship management systems will enable LCC to adapt and thrive in a competitive landscape.

3. BRIDGE TOWARD A SUSTAINABLE CAMPUS

LCC will continue to adapt its presence through upgrading the campus facilities, and aggressively growing the institutional endowment funds. LCC will take the necessary steps:

- To ensure a predictably high-quality learning environment for students.
- To maintain competitiveness and meet staff/faculty expectations.
- To ensure that financial sustainability matches the plans for growth.

IN 5 YEARS... LCC will have attained:

- New and refreshed campus facilities
- New residence hall plan
- Additional 600,000 EUR of annual endowment revenue

HOW/GOALS

1. Complete construction of new facilities.
 2. Expand US endowment growth to 10 million USD.
 3. Expand Canadian endowment growth to 15 million CAD.
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Aligning expenses with revenue and focusing on endowment growth are critical success factors for facility upgrades. By staging investments and prioritizing maintenance, LCC can ensure a functional, secure, and aesthetically pleasing campus environment while maintaining financial stability.

CONCLUSION

The strategic plan outlined above positions LCC International University for continued growth and success in the dynamic higher education landscape. Through program expansion, recruitment enhancement, and campus/financial sustainability, the university will strengthen its position as a leading institution in Lithuania and the EU, providing students with exceptional educational experiences and opportunities for personal and professional growth.