

# ASPIRE

## 2025-26 Report



**Mission:** West Liberty University is a public university with a rich history of providing students with a comprehensive education from undergraduate to graduate degrees. Through experiential learning and personalized support, we empower students toward scholarly exploration, creative expression, and economic opportunity.

**Vision:** West Liberty University aspires to offer innovative, inclusive, and inspirational opportunities that prepare graduates to be leaders in their communities and professions.

### Strategic Plan Themes

1. Cultivating Excellence, Innovation and Continuous Improvement in Academic Programs
2. Supporting Student Growth & Success
3. Strengthening University Effectiveness
4. Developing and Expanding Community Partnerships & Collaboration

### Values

- Community
- Excellence
- Innovation
- Integrity

**For More Information:** <https://westliberty.edu/planning/>

## 2025-26 Progress Report Summary

### Theme 1: Cultivating Excellence, Innovation, and Continuous Improvement in Academic Programs

The University is starting a Master's in Mental Health Counseling in Fall 2026 and several programs will now be available online. New microcredentials have been approved and are being offered. As the University looks ahead to FY27, efforts will focus on strengthening the coherence and impact of academic programs through enhanced learning communities and clearer alignment with the General Studies curriculum. Continued work on major maps and the Quality Initiative will support greater consistency across programs and ensure alignment with established assessment measures, including national student engagement benchmarks. New academic programs will be considered for approval to increase enrollment.



*The Gary E. West Aviation Center opened in Spring 2026 to support instruction in the Aviation program, which meets a critical workforce need.*

# 2025-26 Progress Report Summary

## Theme 2: Supporting Student Growth and Success

Significant work took place in AY26 to implement the Canvas learning management system and Student Success and Engagement software. Building on recent progress, the University will continue to strengthen student support in AY27. Plans include expanding the peer mentoring program. The Student Success Center will also broaden its outreach by presenting in additional introductory courses to ensure all students, including transfers, are aware of available resources. In addition, the Student Leadership Program developed in AY26 will launch in AY27, complemented by strengthened assessment practices. The University will also launch an initiative to support graduate student success.



*The Student Success Center will expand its outreach in the AY 27 year.*



*The University's new website will go live in the coming year.*

## Theme 3: Strengthening University Effectiveness

In the coming year, the University will continue strengthening institutional effectiveness through technology alignment, professional development, and long-range planning. The transition to the Microsoft platform will advance with expanded training and tools designed to improve efficiency, streamline workflows, and support collaboration. The University will also expand training in emerging technologies, including Microsoft Copilot, and continue supervisor development efforts to support a strong workplace culture. In parallel, planning will move forward on the 2027 Master Plan to ensure the institution is well positioned to launch priority projects when future funding becomes available.

## Theme 4: Developing and Expanding Community Partnerships and Collaboration

In the past year, the University developed the Quality Initiative, focused on career readiness. In the coming year, the University will focus on strengthening experiential learning and career readiness. Academic departments will continue that work this year. Funding for unpaid internships has been identified and a process will be developed to support students who are working with nonprofits. The University will continue to pursue external funding to support key priority projects.



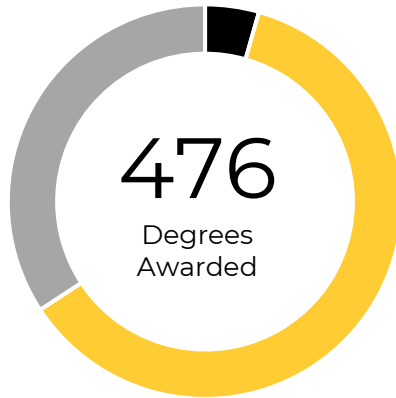
*West Liberty will once again host a Nonprofit Opportunity Fair in Fall 2026.*

# 2025-26 Key Performance Indicators

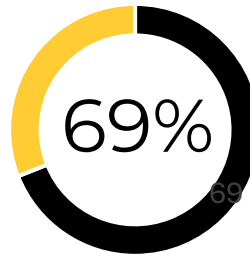
**2,227**  
Fall 2025 Enrollment  
Source: Fall 2025 HPEC Enrollment

**98%**  
Of Seniors would definitely or probably choose WLU if they could start over again.  
Source: NSSE Survey, 2025

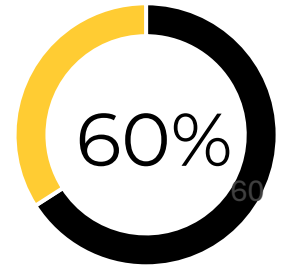
**4.6**  
Years to Degree Fastest in WV  
Source: 2025 HEPC Almanac



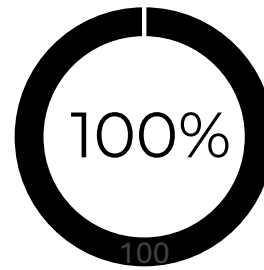
Source: 2025 HEPC Almanac



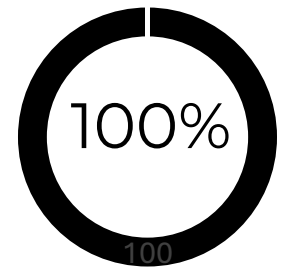
**Retention Rate**  
Target: 71%  
Source: IPEDS



**Graduation Rate**  
Target: 52%  
Source: IPEDS



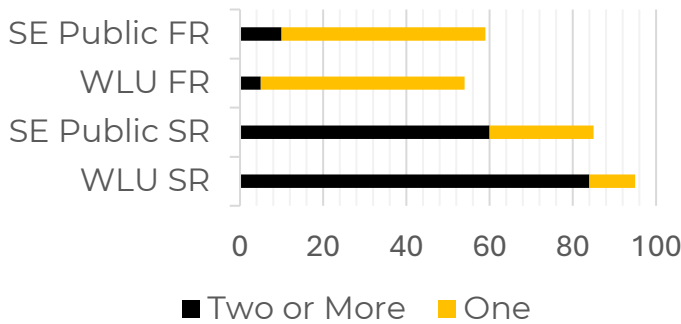
**FY 26 Revenue**  
Target: 100%  
Source: Budget Status Report, June 10, 2026



**FY 26 Expenses**  
Target: 100%  
Source: Budget Status Report, June 10, 2026



## High Impact Practices Measures



Source: 2025 NSSE Survey

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## WORKFORCE OUTCOMES

2020 GRADUATES



**52%**  
% Working in WV  
2 Years After Graduation

**48%**  
% Working in WV  
4 Years After Graduation

**MEDIAN WAGES**  
( 2YRS | 4YRS AFTER GRADUATION )

**\$37,281 | \$50,433**  
Bachelor's

**\$53,269 | \$65,662**  
Master's

Source: 2025 HEPC Almanac

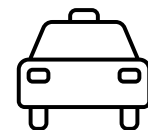
## Priority Funding Projects



**Gary E. West Aviation Center**  
\$1,700,000



**Blatnik Floor Replacement**  
\$180,000



**Security Upgrades**  
\$463,000

# 2026-27 Initiatives

## Theme 1: Cultivating Excellence, Innovation and Continuous Improvement in Academic Programs

1. **Academic program development:** New or revised programs will be approved or launched.
2. **Microcredentials:** Work will continue to develop microcredentials and promote on the web and through the Accredible badging system.
3. **Artificial Intelligence:** The AI Committee will focus on integrating AI Literacy Outcomes throughout the curriculum.
4. **Cocurricular outcomes:** A work group will be formed to identify and assess co-curricular learning outcomes. Also initiative for Theme 2.
5. **Study Abroad:** One KISE supported program will be developed.
6. **Learning Communities:** The Sustainability LC will continue and the new Government in Practice LC will be developed. Outcomes will be identified for LCs.

## Theme 2: Supporting Student Growth & Success

1. **Grad Student Success Initiative:** A work group will be formed to address onboarding, academic support awareness, and community building.
2. **Expand peer mentoring program:** Better articulate how peer mentoring connects with academic coaching, retention software and alerts, First-Year Experience and introductory courses. Explore funding opportunities.
3. **Student Success Center Outreach:** Introduce Student Success Center into Intro courses in select disciplines. Potential focus populations: transfer students, graduate students, student-athletes, and students with high stress / isolation indicators.
4. **Implement Professional Passport Program:** This initiative includes developing experiential major maps for each major, hosting the Nonprofit Opportunity Fair, holding a Career Advantage Day, and other programming.

## Theme 3: Strengthening University Effectiveness

1. **Microsoft training:** A series of training sessions on Microsoft products will be held throughout the year.
2. **Expand use of Event Manager:** Event Manager software will be fully integrated with the website. Additional training will be provided so more events are included.
3. **Update IE/R web page and Sharepoint site:** The new website will have refreshed IR page with additional information provided on Sharepoint.
4. **Inefficiencies Identified and Reduced:** Sharepoint site for Standard Operating Guides will be created.
5. **IT, IR, and Facilities Projects Intake Process:** New processes will be created to better align incoming projects with resources and priorities.
6. **Great Colleges Plan:** Modify Response Plan based on 2026 results.
7. **Implement Student Leadership program:** Students will be recruited and will complete the program next year.
8. **30, 60 and 90 Initiative:** Study this more to come up with ways of increasing the number of students reaching these thresholds.
9. **Summer Development Day:** The University will hold a summer development day in June 2026.
10. **Launch new website:** The new website will be completed and launched.
11. **Chatbot for web:** We will explore the feasibility of creating an AI-powered chatbot for the web.
12. **Master Planning:** The University will determine a plan for enhancing facilities over the next several years.

## Theme 4: Developing and Expanding Community Partnerships & Collaboration

1. **Track graduate placements:** Part of PPP. A method will be developed to better track graduate placements.
2. **RISE student event:** Part of PPP. An event or series of events for students will be held in 2026-27.
3. **Increase participation in Hasule platform:** Part of PPP. Students will have access to experiential opportunities.
4. **Unpaid Internships.** Identify and support unpaid internships with donor funding. Part of PPP.
5. **Hilltopper Pathway Grant:** The grant will be launched to provide after school programming.
6. **Nonprofit Opportunity Fair:** Part of PPP. We will host another fair.
7. **External Funding plan:** A plan will be developed for key priority projects for 2026-27.