

Chapter 7: Over the past five years Morningside College has become an institution with focus, direction, and confidence. While there are still issues of concern, the Board has challenged the institution to continue to improve by adopting the statement: “The goal of Morningside College is to be one of the best private residential colleges in the Midwest. By best we mean providing a superior educational experience for students measured by criteria widely accepted within higher education.” The *Five-Year Plan Update* describes how this goal will be accomplished with four initiatives: 1) increasing enrollments and improving the academic profile and graduation rates; 2) addressing the capital needs of the college; 3) recruiting and retaining quality faculty and staff; and 4) raising more money for annual and capital needs and for the endowment. The commitment of the Morningside College community will enable its success.