Statement of Intent
Kalamazoo College
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The mission of Kalamazoo College is to prepare its graduates to better understand, live successfully within, and provide enlightened leadership to a richly diverse and increasingly complex world.

As a highly selective, nationally renowned, and internationally oriented four-year college of arts and sciences, Kalamazoo College has developed a tradition of excellence in the fulfillment of this mission. It is located in Kalamazoo, Michigan, and enrolls 1,392 students. Founded in 1833, “K” College is among the 100 oldest colleges and universities in the nation.

Kalamazoo College plans to increase the student body by 100 new students in the next six years. With a total enrollment of 1,500 students, K will create a more vibrant campus with sufficient numbers of students to fill leadership positions, cast productions and ensembles, and field more competitive athletic teams.

Kalamazoo College’s previous campus master plan, developed in 1992, has limited relevance to the current needs of the institution. The 2012 Campus Master Plan, rooted in the college’s five strategic priorities, will help ensure the facilities support the needs of the institution as K continues to grow and expand.

Kalamazoo College Five Strategic Priorities:

1. *Enhance the distinctive nature of a Kalamazoo College education.*

At Kalamazoo College, learning goes beyond the classroom, and we are nationally recognized for our distinctive curricular and co-curricular programs. For example, the newest addition to these co-curricular offerings, the Arcus Center for Social Justice Leadership, will provide for intellectual examination of social justice and practical engagement with real world issues. Through the center, K will be able to develop individuals who are equipped to provide enlightened leadership as they work toward more just communities and a more just world. Furthermore, the center will bring to campus—the larger Kalamazoo community—the leading thinkers, practitioners, and artists working in the area of human rights and social justice.

2. *Create an inclusive, student-focused environment*

The 2012 Campus Master Plan will address needed improvements in K’s facilities that will strengthen the sense of community on campus. For example, K’s athletics fields and field house, currently under renovation, and the new fitness center and natatorium will enhance the student athletic experience and support the growing intramural programs. Functional and aesthetically pleasing athletic facilities motivate the entire campus to begin and maintain a lifelong pattern of healthy lifestyles. These facilities will be expansions of the “common living space” on campus—those places outside the classroom and library where students come together for informal, but often formative, exchanges with other students, faculty, staff, and alumni.

3. *Increase the College’s prestige and visibility*

An overarching goal of the current strategic plan is to increase Kalamazoo College’s reputation. Many of these efforts are targeted at developing an effective branding message and a range of traditional media and social media platforms to promote K’s distinctive programs and the successes of our students, alums, staff, and faculty. Yet, another important component is to increase the College’s visibility and physical presence within the city of Kalamazoo. To address these latter aims, the New Campus Gateway along with new signage will create a more transparent public edge enabling K to develop better ways to communicate the attributes that distinguish K.
4. **Create stronger connections with alumni**

The fourth strategic priority involves strengthening our relationship with the alumni of the College. One unique program that was developed in 2007 to strengthen these ties and promote professional networking was the Guilds Initiative. The Guilds are communities of practice that include on-campus constituents (students, faculty, and staff) along with alumni who share a professional interest. Currently, Kalamazoo College has 5 Guilds (Business; Health; Justice and Peace; Law; and Sustainability) and 2 pre-Guilds (Art; Education). The Master Plan will enable a more robust communication effort between alumni and students. Adding more assembly and gathering space will help facilitate Guilds and speaking engagements that provide opportunities for a broader interaction between alumni and students.

5. **Invest in our faculty and staff**

Kalamazoo College’s strategic plan has many opportunities to invest in our faculty and staff ranging from increasing compensation to promoting pedagogical innovation. The 2012 Master Plan will ensure K’s faculty and staff have the resources necessary to become engaged with students both in and out of the classroom. The Master Plan includes a study of K’s instructional space based on the current and projected student population. Recommendations from the space study can be found in Section 4.

The 2012 Master Plan of “K” College is an ambitious, yet achievable plan. It stems from the desire to respect the heritage and tradition of the city and the college, while continuing to address the necessity of innovation.

With the combined vision of dedicated staff, faculty, students, and neighborhood representatives, the 2012 Master Plan of “K” College strives to support the five priorities of the college and its campus through the next 10 years and beyond.