Upon the rebirth of Sweet Briar College in the summer of 2015, a new Board of Directors and President began the process of rebuilding the College. As its guide, the Board of Directors declares its Five Core Principles and Five Strategic Goals for continuing Sweet Briar’s history of providing a distinctive liberal arts and sciences education for women. These Board principles and strategic goals precede an inclusive, comprehensive visioning and long-term strategic planning process.

Our current Mission provides: Sweet Briar College empowers and educates young women to build and reshape their world however their passions lead them.

Our Five Core Principles:

1) Advancing academic excellence in innovative liberal arts and sciences education through committed and skilled faculty, rigorous scholarship, critical thinking, and experiential learning.
2) Creating a community conducive to relationship, confidence and leadership building that develops women of character well equipped to succeed and lead impactful lives.
3) Providing responsible management and optimization of the College’s stakeholder engagement and financial resources, and land assets.
4) Committing to the perpetual well being of the College by protecting its reputation and legacy and by providing the transparency and inclusion due our stakeholders.
5) Re-enforcing our passion for the possibilities, opportunities and best practices that will create a new relevance for Sweet Briar College in the 21st century.

Our Five Strategic Goals:

1) **ENROLLMENT** - Achieve an enrollment of 800 women in residence on the campus by the fall of 2019 through state-of-the-art recruitment techniques, a commitment to diversity, a significant increase in student retention, and the utilization of stakeholder resources.
2) **FISCAL RESPONSIBILITY** - Return the College to financial security by operating the College with efficiency as measured by positive revenue over expenses, with unrestricted gift income representing 5-10% of the annual budget and less than a 5% return from the permanent endowment by the fall of 2019:
   a. Responsibly reduce expenses where efficiencies and optimization of resources can be achieved;
   b. Enhance auxiliary and other revenue sources;
   c. Diversify fundraising efforts to view donors and the College’s friends as respected investors in Sweet Briar’s future;
   d. Implement prudent fiscal policies and investment strategies to restore and grow the College’s Endowment Fund; and
   e. Reverse the benign neglect of College facilities through phased investments for the proper stewardship of Sweet Briar’s built and natural environment.
3) **ACADEMIC EXCELLENCE AND LEADERSHIP FOR A NEW ERA** - Enhance academic programs and experiential learning opportunities through innovative partnerships with other
educational and private/public sector entities, by launching a new Leadership platform for women, and by offering new and existing programs online or through other convenient modalities for adults.

4) **SWEET BRIAR’S BRAND AND IDEALS** - Increase the global stature of Sweet Briar College through our commitment to diversity, international inclusion and engagement. Promote Sweet Briar as a trusted higher-education institution for women to prospective students and their families and high schools, as well as to graduate schools and Boardrooms throughout the country and around the world.

5) **STAKEHOLDER ENGAGEMENT** - Demonstrate a renewed commitment to the transparency and inclusion due Sweet Briar’s stakeholders through proactive outreach to all constituencies invested in the College’s continuing success.