

Strategic Plan through September 2029

North Star

Global enrollment exceeding 1,000 degree-seeking students by 2035

“Sonoran University will be the global epicenter of natural healthcare education, serving over one thousand students through diverse educational offerings that embody and advance the healing power of Nature. It will have a thriving clinic system on campus, virtually, and in the community to meaningfully improve the health and wellbeing of thousands. Sonoran will be a vibrant hub of scholarly and innovative research. Sonoran’s growth will be fueled by transformative giving and grounded in love, resilience, excellence, and service.” – Dr. Lise Alschuler, President and CEO

Strategic Priorities by September 2029

- 1. Broaden Sonoran University’s Educational Footprint:** *We are committed to expanding academic offerings*
 - a. Projected Fall 2029 enrollment meets or exceeds 700 degree-seeking students.
 - b. Academic Year 2029 non-degree enrollment meets or exceeds 500 students.
 - c. Sonoran University has 10 degree and/or non-degree programs with active enrollment during Academic Year 2029.
- 2. Deliver Exceptional Student Learning and Experience:** *We help students prepare to thrive as whole-person focused professionals*
 - a. When asked about their overall satisfaction with the quality of their education at Sonoran University on the Graduation Survey, at least 80% of respondents select neutral, agree or strongly agree.
 - b. Students successfully persist in their degree programs as measured by retention rates
 - i. ND 5-year retention rate meets or exceeds: 75%
 - ii. MSCN/ACN 3-year retention rate meets or exceeds 70%
 - iii. MSCMHC 3-year retention rate meets or exceeds 70%
 - c. Sonoran University’s annual Gallup Engagement Score is at or above 4.5 (maximum 5) with an annual employee participation rate at 80%
- 3. Strengthen the Future of Integrative Health Professions:** *We strengthen the credibility and impact of integrative healthcare*
 - a. Sonoran University’s Composite Financial Index is always above the 1.5 minimum for educational institutions and achieves and maintains its internal goal of 2.5 annually (maximum 3.0).
 - b. The Sonoran Clinic Membership Model (Natural Pass) is thriving as evidenced by:
 - i. Positive net revenue for the Medical Center
 - ii. 50% of patient visits are DPC Members
 - iii. The DPC model has a 75% annual retention rate
 - c. Sonoran University develops at least 2 botanical products through commercialization with at least 2 Sonoran developed products in the commercialization pipeline.