

STRATEGIC PLAN THROUGH SEPTEMBER 2029

Sonoran University uniquely exists to shape a healthier future by embracing the healing power of nature in its educational programs, research, and clinical services.



North Star

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

3-Year Strategic Priorities

Broaden Sonoran University's Educational Footprint

*We are committed to
expanding academic offerings*



Projected Fall 2029 enrollment meets or exceeds 700 degree-seeking students

Academic Year 2029 non-degree enrollment meets or exceeds 500 students

Sonoran University has 10 degree and/or non-degree programs with active enrollment during Academic Year 2029

Strengthen the Future of Integrative Health Professions

*We strengthen the credibility and
impact of integrative healthcare*



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 (max. 3.0)

The Sonoran Clinic Membership Model (Natural Pass) is thriving

Sonoran University develops at least 2 botanical products with at least 2 Sonoran developed products in the commercialization pipeline

Deliver Exceptional Student Learning and Experience

*We help students prepare to thrive as
whole-person focused professionals*

On the Graduation Survey, at least 80% of respondents select neutral, agree or strongly agree

Students successfully persist in their degree programs

Sonoran University's annual Gallup Engagement Score is at or above 4.25 (max. 5) with an annual employee participation rate at 80%



**SONORAN
UNIVERSITY**
OF HEALTH SCIENCES®