

Plan 2020: Gateway to the Future

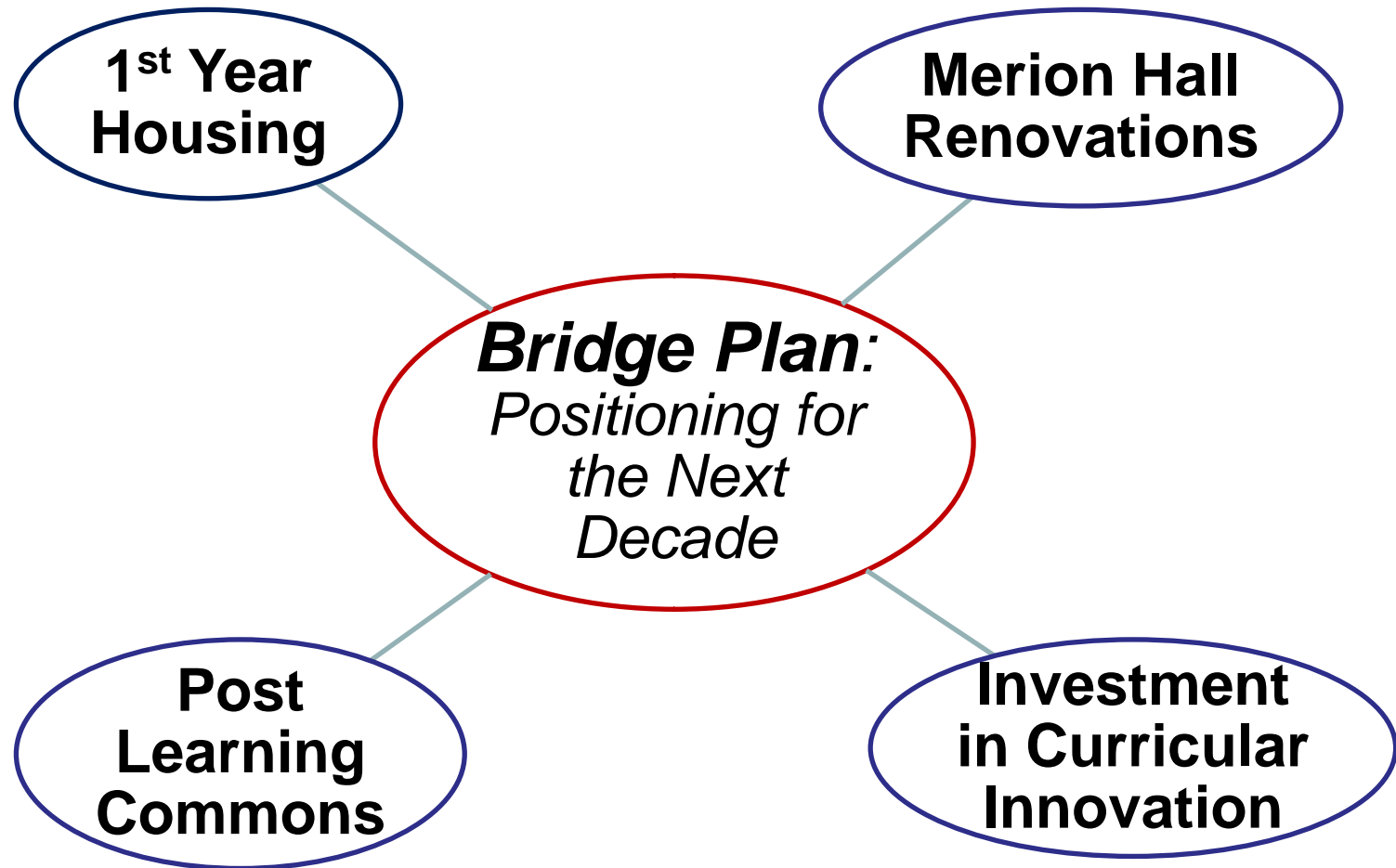
Overview of Strategic Priorities 2011-12

John Smithson '68

Interim President

October 14, 2011

Bridge Plan 2010-2012



Plan 2020
Strategic Initiatives



Enterprise Risk Management

Resources to support Plan



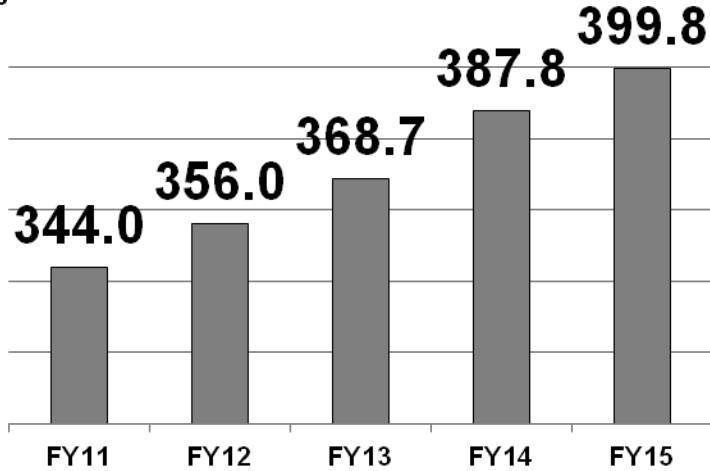
FY12 Strategic Priorities



Financial Plan Highlights

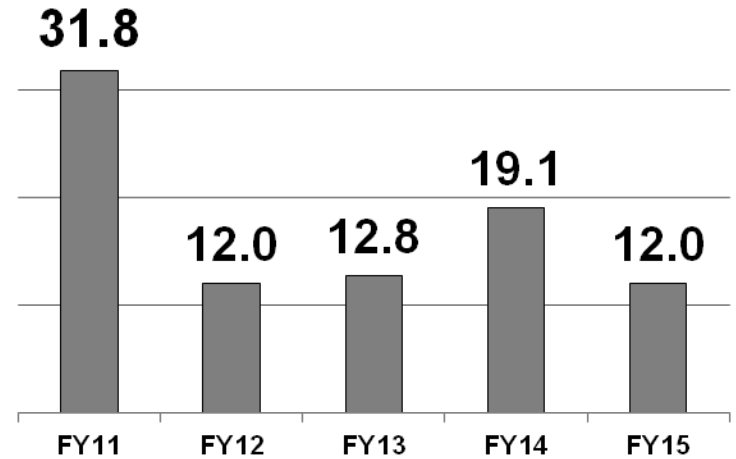
Total Net Assets

\$ in millions



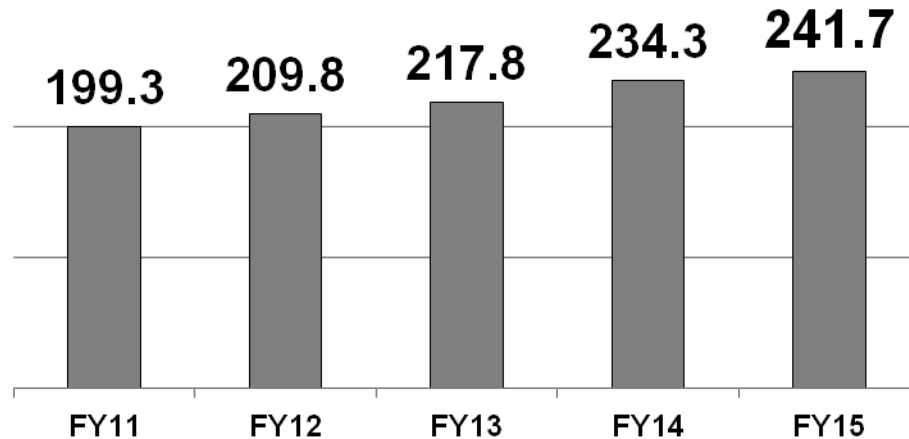
Change in Total Net Assets

\$ in millions

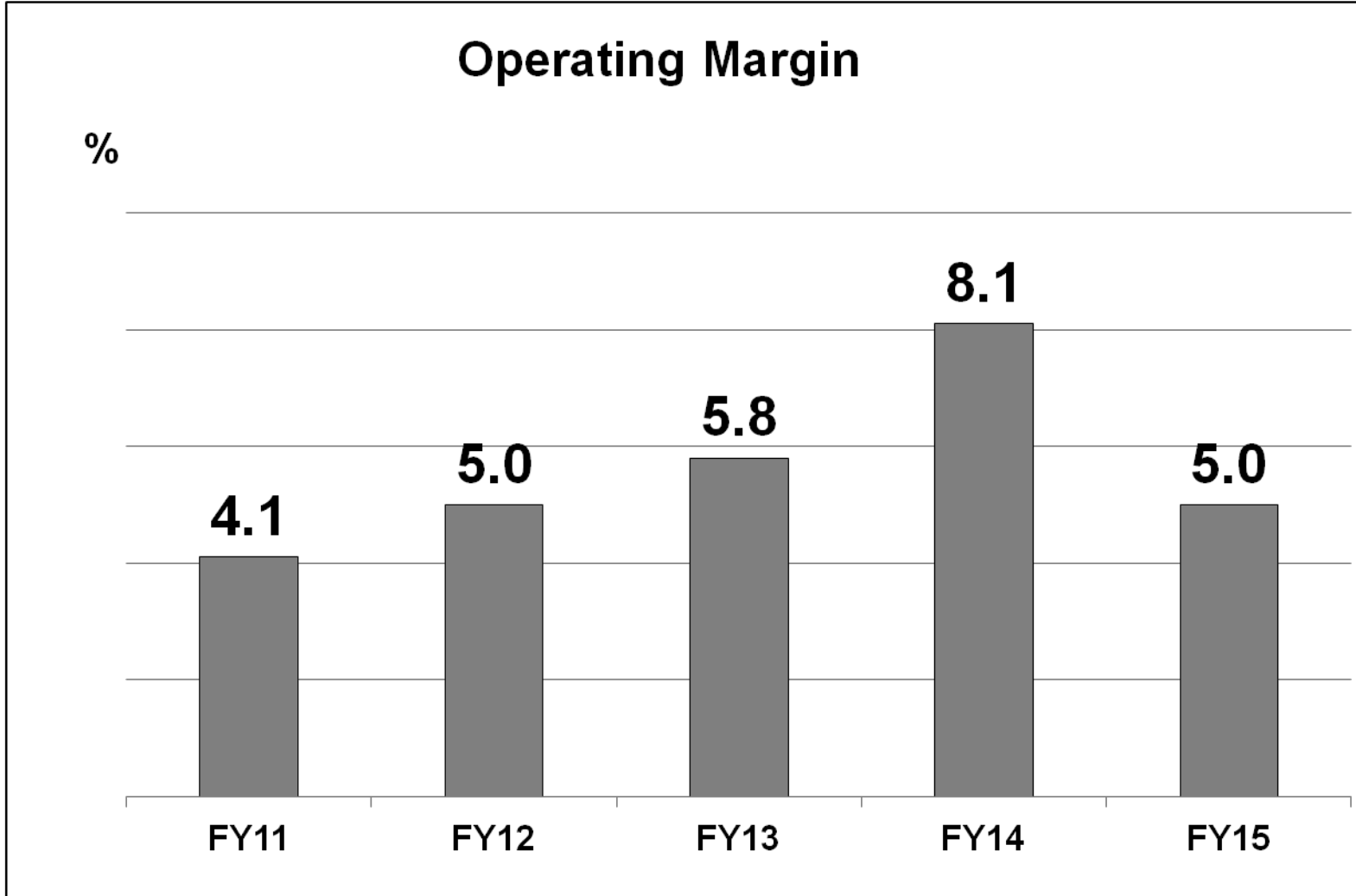


Unrestricted Net Assets

\$ in millions

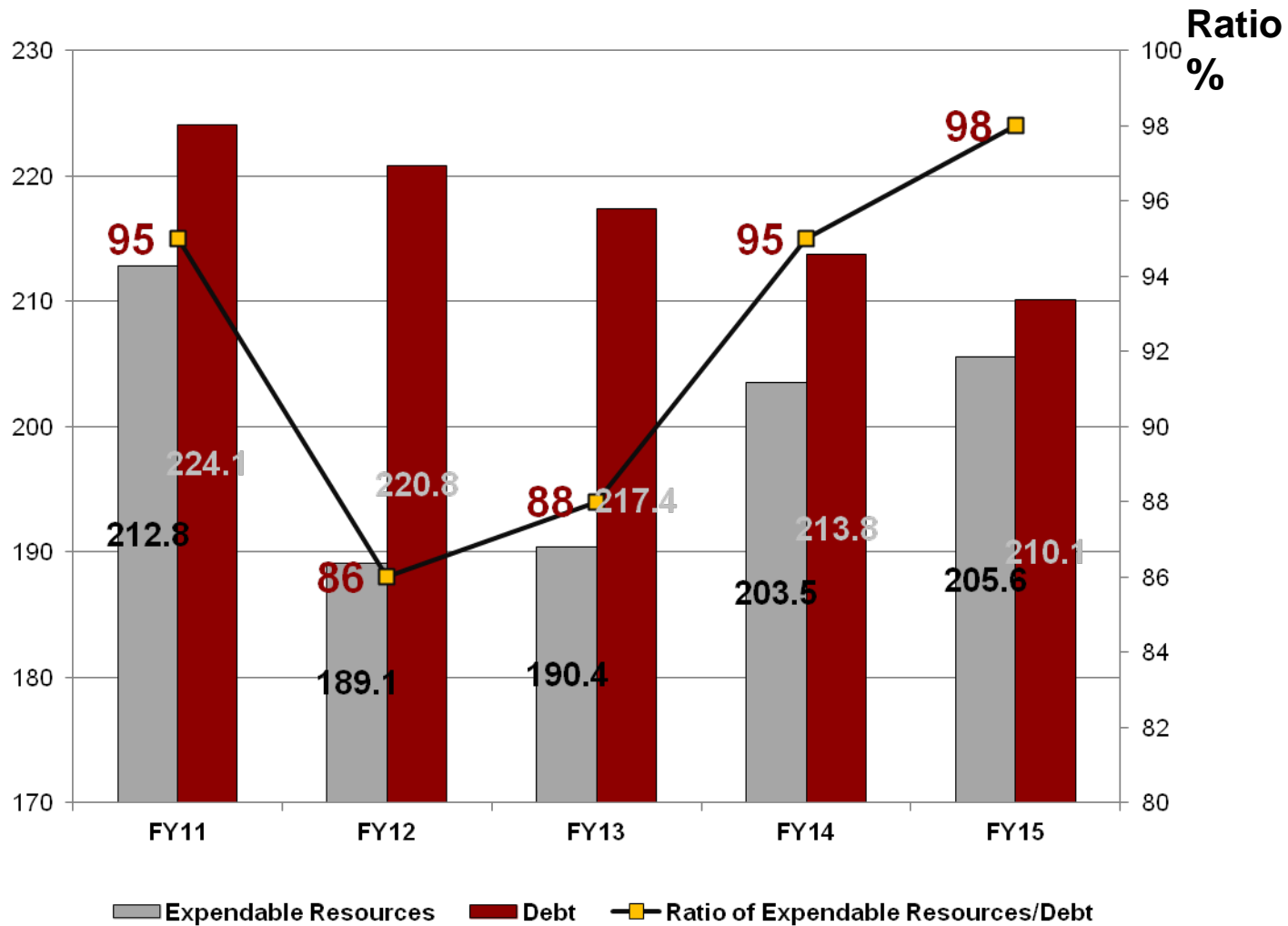


Operating Margin



Expendable Resources and Debt

\$ in millions



Academic Plan 2011-2014

1. Academic Distinction:
 - *Centers and Programs of Excellence*
 - *Faculty Hiring Plan*
2. Transformative Teaching & Scholarship
 - *Successful outcomes – careers & grad school*
3. Transformative Student Experience
4. Curricular Innovation
5. Leading from Mission: Ethics, Service & Diversity
6. Next Campaign will focus on investment in Academic Excellence

Intercollegiate Athletics Plan

1. Promote Athletics as a strategic asset to raise overall visibility and institutional reputation
2. Athletic excellence & enhanced competitiveness through scholarships, coaching and reaching conference championships annually
3. Academic success and graduation of all student-athletes; moral and leadership growth and development
4. Enhance revenues & remain excellent stewards

Development & Alumni Relations Plan

1. Engage the strong pipeline of prospective donors while building on momentum and success of “*With Faith and Strength to Dare*”
2. Initiate pre-campaign planning with focus on Academic Excellence
3. Begin Campaign planning phase with new President and integrate his vision
4. Refine funding priorities; define the case statements for specific goals of the Academic Plan

Undergraduate Admissions Plan 2011-14

1. Enhance recruitment and selectivity

Metrics	Fall 2011 Actual	Fall 2012 Projections	Fall 2013 Projections	Fall 2014 Projections
Freshman Application Increase	6%	6 - 8%	6 - 8%	5 - 7%
# Applications	7402	7845 - 7993	8310 – 8626	8861- 9294
Admit Rate	78%	75-79%	71-74%	66-70%
Yield Rate	20%	20.4%	20.4%	20.4%
Freshman Enrollment	1137	1202	1225	1250
Transfers	67	80	80	100

Undergraduate Admissions (cont'd)

2. Highlight student outcomes and success
3. Articulate academic strengths and values and promote them through the integrated marketing campaign
4. Improve diversity of undergraduate student body
5. Enhance the website, visit experience and communications with prospective families

Information Technology Plan

1. Focus IT to support goals of academic excellence
2. Deliver technology-based solutions that support university-wide *Plan 2020* goals
3. Optimize technology resources for greater institutional effectiveness
4. Appoint a multi-disciplinary external IT Advisory Board to study emerging technology's impact on future delivery of higher education

Integrated Marketing Plan

Utilizing the marketing research craft the positioning statement and create an integrated Marketing Plan

- Aug/Sept: Positioning research completed; Creative firm hired
- October: Campus feedback on research
- Nov/Dec: Develop creative concepts & plan
- Feb/March: Campus internal rollout
- Spring 2012: Launch of integrated marketing effort, including a dynamic website presence

Office of Mission Strategic Plan

1. Mission and identity discussions stimulated by the *Declaration of Shared Purpose of the Society of Jesus*
2. Facilitate ongoing Mission formation for Board of Trustees
3. Support Diversity Plan goals including the growth of Ignatian College Connection (ICC)
4. Enhance immersion programs and faith-formation for students

Campus Master Plan Goals

Develop Campus Master Plan and phased implementation strategies to:

1. Support long-range goals in *Plan 2020*
2. Evaluate student body capacity and facilities utilization strategies
3. Build in flexibility for future planning
4. Develop outdoor/open space options
5. Analyze potential future property acquisition