**Manchester University Strategic Plan Report**

**Year 1\* (201­4-2015): Highlighted Achievements & Challenges**

**SP1: Inspire effective learning that enables students to succeed beyond their own expectations.**

*Areas of emphasis: Effective teaching & learning, Manchester whole person education, faculty/staff professional development, experiential learning, interdisciplinary study, graduation and retention rates*

* Established the infrastructure to support a Manchester whole person education (e.g. merged curricular and co-curricular departments under academic vice presidents and created Deans’ Council)
* Redesigned the Student Success Center and created Dean of Student Success position to lead retention efforts
* Created an Office of Experiential Learning; Infused experiential learning throughout the College of Business curriculum; Created a co-curricular standing committee for the pharmacy program
* Developed Title IX team and launched sexual assault prevention education programs
* Initiated institutional discussions about the liberal arts at Manchester; drafted initial liberal arts message maps
* Achieved graduate success, including 98% of 2015 BA/BS graduates employed, in further studies or in full-time volunteer roles; 100% of 2015 MAT/MED graduates employed; accounting graduates who followed MU’s protocol passed 22% more CPA exam sections than the national average for first attempts

**SP2: Be mission centered and market smart to maximize our impact in the world.**

*Areas of emphasis: Enrollment growth, new undergraduate and graduate programs, continuing education*

* Launched new undergraduate program in sales; redesigned undergraduate computer science into software engineering program, which will launch in Fall 2016
* Launched professional education program, Steel Dynamics Institute (SDI)
* Achieved candidate accreditation status for pharmacy program & reaccreditation for social work program

**SP3: Generate sufficient recognition to widen support for Manchester’s mission.**

*Areas of emphasis: Recognition/perception in target areas, stakeholder engagement*

* Completed Manchester brand identity project and integrated brand identity into marketing strategies
* Created new traditions and events to build student affinity
* Enhanced programs to build alumni affinity and involvement (e.g. Manchester Connect & FYS alumni mentors)

**SP4: Draw abundant financial resources to support Manchester’s mission & vision.**

*Areas of emphasis: Capital projects, Manchester Fund, alumni affinity, net revenue per student*

* Initiated capital fundraising projects for the Chinworth Center and athletic stadium
* Achieved 97% of Manchester Fund FY 2014-2015 fundraising goal
* Achieved 97% of the Manchester Fund Board Giving FY 2014-2015 fundraising goal
* Engaged pharmacy students and future alumni via Alumni Association and philanthropy/alumni events

**SP5: Deploy resources to best meet student needs and maximize institutional effectiveness.**

*Areas of emphasis: Evidence-based decisions, ROI, optimal resource use, grants, communication, institutional structure*

* Designed and implemented a new institutional structure to position the University for opportunities and growth, creating four colleges and two student centers
* Created an Office of Institutional Effectiveness and established an assistant vice president position to lead this
* Engaged a grant consulting firm and established a full-time director of grants and sponsored programs position
* Established Deans’ Council and reconfigured University Council to enhance collaboration across the institution

**Year 1 Challenges:**

* No progress on retention rates in Year 1
* Post-baccalaureate, pre-healthcare program did not succeed due to marketing & enrollment challenges
* Restructuring slowed operations due to procedural uncertainty & presented challenges to employee morale

\* *The strategic plan was approved in October 2014. This report represents achievements and challenges for the eight month period (Nov 2014-June 2015) representing “Year 1.”*