**Manchester University Strategic Plan Report**

**Year 2 (201­5-2016) Third Quarter: 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*

* Developed University-wide retention plan, engaging five subcommittees and over 20 individuals
* Set retention goal to increase the first fall to second fall retention rate of the first-time, full-time degree-seeking students by 1.0 percent annually over the next five years (Fall 2015: 68.7 percent; Fall 2019: 73.7 percent)
* Initiated a pedagogy discussion group for undergraduate faculty, aligning with goals for the future Center for Effective Teaching and Learning (CETL)
* Added professional development planning to annual staff performance evaluations
* Appointed a Chief Diversity Officer and reconstituted the Diversity Committee
* Achieved a 98 percent success rate (employed, in further studies or full-time volunteer work) for Class of 2015 graduates from the undergraduate program; 100 percent of MAT graduates were employed

**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 enrollment efforts for Master of Science in pharmacogenomics; confirmed eight admitted students (program enrollment goal is eight) with classes ready to begin in May 2016
* Completed pharmacy accreditation visit with ACPE and received excellent feedback on self-study report and visit
* Started development of 4+1 BS in exercise science and MS in athletic training program
* Initiated development of an online MS in pharmacogenomics (HLC application to be submitted in July 2016)
* Continued exploration of an informatics program and initiated exploratory research on nursing OT/PT program

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

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

* Conducted focus group sessions with Dartlet consultants to inform long-term marketing and enrollment strategy
* Leveraged “Spartan Spirit” and use of mascot at community events to generate recognition
* Investigated shifting demographics of student market to inform development of diversity recruitment strategy
* Targeted 140 pharmacy programs and genetic labs for pharmacogenomics promotion

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

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

* Continued capital fundraising projects for the Chinworth Center (current fundraising at $517,070) and athletic stadium (current fundraising at $65,225)
* Achieved over 60 percent of fundraising goal for The Manchester Fund by end of February 2016
* Achieved nearly 55 percent participation of board giving by end of February 2016 (Target goal is 100 percent by July 2016)
* Successfully completed fundraising of over $1.5 million for the Muir Endowed Professorship in Peace Studies

**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*

* Conducted a campus climate survey among all University faculty and staff
* Hosted strategic plan and performance evaluation staff discussions to align annual goals with strategic priorities
* Proposed revisions to undergraduate academic program and core curriculum assessment processes
* Purchased and currently implementing Prophix software to support development of financial models
* Launched technology pilot to extend program delivery, enabling professors to teach remotely across campuses
* Revised and communicated new grant procedures, policies and support resources
* Submitted a federal grant proposal to address sexual assault, dating violence, domestic violence and stalking
* Developed draft governance model and will solicit faculty and staff feedback

**Year 2 Third Quarter Challenges:**

* Multiple competing priorities for time present challenges to progress on some initiatives
* Some initiatives within the strategic plan lack specific next steps to drive progress