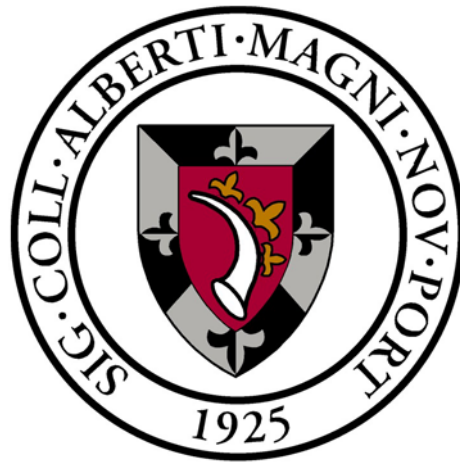


ALBERTUS MAGNUS COLLEGE

STRATEGIC PLAN



2009 - 2014

September 2009

PRESENTATION TO THE BOARD OF TRUSTEES
SEPTEMBER 18, 2009

Julia M. McNamara, *President*

Robert J. Buccino, *Vice President for Advancement and
Strategic Planning*

Sr. Charles Marie Brantl, O.P., *Director of Assessment and
Institutional Research*



This report has been prepared by: Carolyn Behan Kraus, Director of Alumni Relations and Special Events



THE STRATEGIC PLAN 2009 – 2014

THE VISION

- That the mission of Albertus Magnus College continues to guide and inform the elements of our planning efforts and that our identity as a Catholic College in the Dominican Tradition undergirds our planning process;
- That the new iteration of the Albertus Strategic Plan builds upon the current status of the Initiatives that were the basis for the 2003-2008 plan.

THE PLANNING PROCESS

To continue to engage the members of the College Community in the work of strategic planning through the encouragement of active participation especially in creative and thoughtful committee assignments.

ACTION:

New faculty & staff join Strategic Plan committees. (Updated committee list attached, page 9.)

THE SIX ORIGINAL 2003-2008 INITIATIVES REVISITED

To review the status of each of the important aspects of the 2003-2008 strategic work; to declare an initiative completed (e.g., The Mary A. and Louis F. Tagliatela Academic Center); and to continue to engage those initiatives that require further implementation or development in the normal course of College business (e.g., the Teacher Education Initiative, Endowment Growth, and Enrollment Growth).

ACTION:

Academic Programs, Enrollment Management/Student Services and Technology Services Strategic Plan committees will meet at least once in fall 2009 and will continue with Financial Resources/Physical Plant joining in spring 2010.

THE NEW INITIATIVES FOR A NEW DECADE AT ALBERTUS

▶ CONTINUED ENROLLMENT GROWTH

NEW ACADEMIC PROGRAMS

Continue to explore new undergraduate programs to strengthen the Day College (e.g., sport management, Five Year MBA) as well as evening graduate programs (Master of Science in Education.) The following academic action items were approved by the faculty in 2008-2009 and will be developed and implemented during the next several years with specific emphasis on on-line and blended delivery options.

ACTIONS:

- *MS in Education approved, initial season now under way;*
- *Sport Management concentration approved;*
- *Major in Global Studies approved;*
- *MFA in writing approved;*
- *5-year MBA program reviewed.*

INNOVATIVE PROGRAM DELIVERY

Develop the College's capacity to deliver academic programs in on-line formats; emphasize this evolution in both the New Dimensions (start with the MBA degree in ND) and Accelerated Degree programs; more limited options for traditional day program on-line capacity. Expand the "blended" format used in the Accelerated Degree Program to on-line format in certain majors/programs.

ACTIONS:

- *Seven (7) courses on-line for ND MBA program began in 2009; blended and on-line offerings continue to grow in ADP undergraduate and graduate programs.*
- *New electronic academic platform acquired for on-line and blended courses~Moodle.*
- *Comprehensive Re-Design of the College's website: completion August/September 09; Google Analytics added in order to track activity on current AMC website;*
- *Datatel (College's computerized/integrated data management system) Action Planning service occurred in spring 2009—major recommendations for improvements in utilizing technology across the Campus; these improvements to be implemented during 2009-2010.*



INFORMATION TECHNOLOGY INFRASTRUCTURE IMPROVEMENTS

- In order to emphasize the relationship between the Information Technology Services (ITS) department and our Strategic Planning Initiatives, oversight of ITS is now handled by the Vice President for Advancement and Strategic Planning.
- On-line registration/payment capacity for all programs (essential for evening and graduate program growth); adoption of on-line course evaluation system with appropriate infrastructure; adoption of **Moodle** on-line course delivery platform, fall/winter 2009.

ACTIONS:

*Electronic course evaluation program implemented; on-line registration and student advisement program continues to be tested in fall 2009 (Mod I); Negotiations concluded for Fully Hosted On-line Service (FHOS) utilizing **Moodle** as the academic platform for the College's on-line and blended offerings.*

► ENDOWMENT GROWTH; INFRASTRUCTURE & PHYSICAL PLANT IMPROVEMENT

ENDOWMENT GROWTH

Continued active cultivation and solicitation of major gifts (primarily planned instruments) for use in growing the Albertus Magnus College endowment fund.

ACTION:

President and Vice President for Advancement and Strategic Planning continue active cultivation and solicitation of key alumni, Trustees and friends with a special emphasis on growing the College's endowment—utilizing estate planning and deferred giving. Key related luncheons on-going.

RENOVATIONS AND UPDATES FOR CURRENT BUILDINGS AND GROUNDS

Several important efforts will occupy our time and attention over the next several years.

ACTIONS:

Aquinas Renovation Project completed July 2009 – on time, within budget; development of annual planning for capital improvements at Rosary Hall (window replacement; HVAC, etc.).

TOWARDS A CAMPUS MASTER PLAN

Continue to evolve a “draft” and unpublished master plan—one that ensures flexibility and focuses on real academic and student services needs for a new decade.

ACTION:

Proposed in Stantec, Inc.’s “Campus Plan Concepts:” new open exterior and interior space has been completed at the north side of the Hubert Campus Center; parking and landscaping improvements completed; and the new MacDonough Suite completed. Each of the projects completed on time and under budget by fall 2009.

► EVOLUTION OF A CONTEMPORARY STUDENT CENTERED LEARNING ENVIRONMENT

RETAIN ENROLLED STUDENTS

Student Services focus on student-centered “customer service.”

ACTIONS:

- *Academic Services focus on advisement*
- *Establishment of sophomore retention advisor program*
- *Investigate Datatel Student Retention Program*

ATHLETIC DEPARTMENT

Integrate key elements of the Athletic Department Strategic Plan into the overall plan for the College. The subcommittee on the Athletic Plan continues to incorporate Athletics into the College.

ACTIONS:

- *Cultivate an atmosphere in which student-athletes develop the skills necessary to live a fulfilling life through lessons learned through competition;*
- *To serve the student-athlete in providing an environment in which the development of leadership, communication, and organizational skills are fostered in preparation for the 21st century workplace;*
- *To promote a sense of ethical conduct and fair play through sportsmanship during and after competition;*
- *To ensure that coaches understand their roles as educators and, to that end, will motivate and encourage student-athletes to excel in all of their endeavors;*
- *To participate in the College’s recruitment and retention efforts thereby helping increase the number of total undergraduates in the traditional day program;*
- *To enhance the College’s image through successful varsity programs and to incorporate community service initiatives in these programs;*
- *To build meaningful relationships with alumni.*

INSTITUTIONAL ASSESSMENT COMMITMENT

Continue to work toward the development of a realistic and useful institution wide assessment plan.

ACTION:

Director of Assessment continues to work with College departments, especially academic department chairs and faculty to continue to implement components of our institutional assessment program; related faculty training sessions conducted at the beginning of each academic year.

► ONE COLLEGE~THREE SCHOOLS

This concept is meant to bring together each of the three major academic programs of the College (i.e., the Day College program; the Accelerated Degree program; the New Dimensions program), while recognizing and celebrating the differences and distinctions within each of the programs and delivery systems. This will be featured in the following areas and will be developed and evolved over time.

ACTIONS:

- *As of early 2009, each of the three academic delivery systems now reports to the Vice President for Academic Affairs; new Dean for New Dimensions and a new Dean for Evening and Graduate Programs have been recruited;*
- *The College's new and updated website will reflect this **One College~Three Schools** concept;*
- *Continued celebration and promotion of the College's Catholic and Dominican Tradition within each of these Schools;*
- *Institutional Advancement will promote the **One College~Three Schools** concept through publications and alumni office outreach programs.*



STRATEGIC PLANNING COMMITTEES

Ex-Officio members of all committees

Julia M. McNamara

President

Robert J. Buccino

Director of the Plan

Sr. Charles Marie Brantl, O.P.

Secretary

Names in Italics = Faculty Member

Academic Programs

Chair: *John Donohue*

Members: *Mark Barreuther*
Jeremiah Coffey
Sr. Mary Faith Dargan, O.P.
Phyllis C. DeLeo
Sheila Dunn
Howard Fero
Deborah Frattini
Stephen Joy
Ragaa Mazen
Sean O'Connell
Irene Rios
Paul Robichaud
Eric Schoeck
Joan Venditto
Joseph Veth
Suzanne Yurko Wall

Enrollment Management

Co-Chairs: *Richard J. Lolatte*
Maureen V. Morrison

Members: *Sr. Ann Bailie, O.P.*
Norman Davis
Sr. Gilmary McCabe, O.P.
Jennifer Pacelli
Jessica Van Deren

Financial/Capital Resources

Chair: *Jeanne Mann*

Members: *Albert DeFabio*
Nancy Fallon
Robert Imholt
Clara Munson
James Schafrick
Ron Waite
Patricia Yeaman

Technology/Delivery

Co-Chairs: *Steven Gstalder*
Anne Leeney-Panagrossi

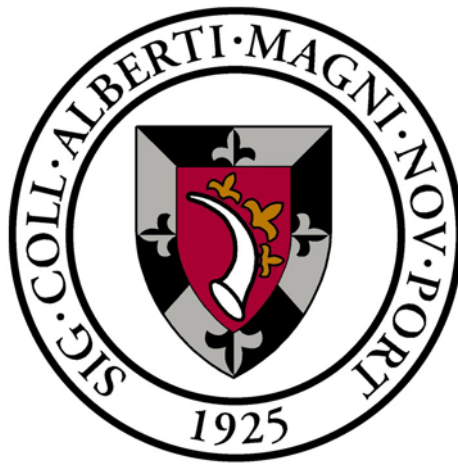
Members: *Christopher Anagnostakis*
Scott Bartlett
Diane Campanella
Robert Hubbard
Greg Knobelsdorff
John Wasserman

Special Athletics Sub-Committee

Chair: *Jennifer Pacelli*

Members: *Christine Atkins*
Robert J. Buccino
Norman Davis
Deborah Frattini
Sr. Gilmary McCabe, O.P.
Maureen Morrison
Sean O'Connell
Mitchell Oliver
James Schafrick
Jessica Van Deren
Ron Waite

Albertus Magnus College



Strategic Plan 2009-2014

RJB/cbk 9/22/2009