

2007-08 Priorities

STRATEGIC INITIATIVE #1

Make Personal Transformation Our Priority

- **Enroll:** Grow to Capacity by Offering Access and Opportunity
 - (1) Meet enrollment goals in all programs.
- **Support:** Provide the Environment for Success
 - (2) Embrace and support all students.
 - (3) Comprehensively assess our current retention efforts and strengthen our cross-college commitment to retention.

STRATEGIC INITIATIVE #2

Sharpen Our Focus on Academic Excellence

- **Create:** Create Enhancements to Existing Programs and Create New Programs
 - (4) Develop five enhanced or new academic programs that have the potential to generate enrollment and retain students.

STRATEGIC INITIATIVE #3

Unite and Enrich Our Community

- **Align and Connect:** Make Our Mission Evident Everywhere
 - (5) Make student success a value that drives MBC operations throughout the college.
 - (6) Implement the Spencer Center for Civic and Global Engagement and assess its potential to impact enrollment and student success.

STRATEGIC INITIATIVE #4

Renew Our Environment

- **Complete:** Complete Key Projects of the Campus Master Plan
 - (7) Invest in college facilities and technologies that have the greatest potential to contribute to achievement of recruitment and retention goals.
 - (8) Heighten emergency preparedness and communication.

STRATEGIC INITIATIVE #5

Fund Our Future

- **Achieve:** Achieve the Campaign for Mary Baldwin and Financial Sustainability
 - (9) Complete the Smith Challenge and Successfully Launch The Campaign for Mary Baldwin College.
- **Manage:**
 - (10) Develop and Implement Strategic Financial Plans Designed to Attain Financial Sustainability by 2012.