

Invest and Innovate² *2008-09 Priorities*

STRATEGIC INITIATIVE #1

Make Personal Transformation Our Priority

- **Enroll:** Grow to Capacity by Offering Access and Opportunity
(1) Increase pipeline/segmented marketing strategies and conduct econometric research to expand and shape our national and regional markets for all programs.
- **Support:** Provide the Environment for Success & Improve Retention
(2) Focus on the First-Year Experience, enhancing our foundations of excellence.

STRATEGIC INITIATIVE #2

Sharpen Our Focus on Academic Excellence

- **Create:** Create Enhancements to Existing Programs and Create New Programs
(3) Continue to innovate: Successfully implement and assess innovations generated last year and reissue the call to innovate with particular emphasis on the first-year experience.

STRATEGIC INITIATIVE #3

Unite and Enrich Our Community

- **Align and Connect:** Make Our Mission Evident Everywhere
(4) Create a college-wide Community Council to enhance student-centered excellence through collaborative execution.

STRATEGIC INITIATIVE #4

Renew Our Environment

- **Complete:** Complete Key Projects of the Campus Master Plan
(5) Advance planning for the renovation of academic facilities and complete key student-centered campus improvements.

STRATEGIC INITIATIVE #5

Fund Our Future

- **Achieve:** Achieve the Campaign for Mary Baldwin and Financial Sustainability
(6) Advance the nucleus phase of the campaign through leadership gifts and raise \$2.3 million in unrestricted annual support.
- **Manage:**
(7) Conduct a financial aid matriculation analysis.