

## Proposed Strategic Priorities

**Note:** After review of the campus survey data, the focus group data, the environmental scan and other materials, the Advisory Committee on Strategic Planning have drafted a set of strategic priority “areas” to serve as the organizing principle for the final strategic priorities. We are bringing these strategic “areas” to the campus for feedback and development. Below are the general strategic priority “areas” and our rationale for their selection.

### The Student Experience

Rationale: As a teaching institution our focus has always been on our students. Naming the student experience (including academic, social and residential experiences) as a strategic priority, keeps our focus on our mission, reminding us that our goal is to provide access to an exceptional student experience both in and out of the classroom, for all of our students.

### Enrollment (Cradle to Grave)

Rationale: The institution needs to face, head on, the data which indicate a consistent and dramatic decrease in the population of high school aged individuals in Massachusetts and the whole Northeast region. We must prepare to welcome and support an increasingly diverse population of students. A focus on strategic enrollment management will prepare us for the shifting demographics and support our mission to contribute the economic, social and cultural growth of our region.

### Culture

Rationale: Attention to the culture of the institution provides the opportunity to prioritize programs and initiatives that support our values including diversity, inclusion, respect and collaboration while improving communication in all directions.

### Resources

Rationale: In light of the continued decline in financial support from the state and the shifting demographics of the student population, the institution must engage in extensive and sustained development of, and planning for, resources of all types to insure a stable institution and implementation of mission critical initiatives.