Key Objectives for 2006-07

Thomas H. Powell, President

A Community Growing Together
A Vision for Future Generations

“To be Catholic means, first of all, that the college is committed to the person and gospel of Jesus Christ as the primary source of values and attitudes that are reflected in the campus culture and thus characteristic of the campus community. Chief among these values is faith. Hence, a Catholic college is faith-committed. In any college, faith is a value to be respected. In a Catholic college, faith is a value to be freely accepted and lived. Quite literally, a Catholic community is a confident community, not arrogant but humbly confident, entrusting itself individually and collectively to the triune God who is the all-powerful source of everything good, true, and beautiful.”

William J. Byron, S.J.
Quadrangle Considerations, 1989

Men and women who ...
COMMIT THEMSELVES TO LIVE AS RESPONSIBLE CITIZENS

BICENTENNIAL CELEBRATION
• Implement plans for a new Founder’s Day on campus.
• Completion of the fund raising to support the Bicentennial celebrations.
• Plan the Marian symposium for the Bicentennial celebration.
• Develop a plan to celebrate the centennial of the Chapel of the Immaculate Conception in 2010.
• Complete work on:
  a. Coffee Table Book
  b. Bicentennial Coin
  c. Bicentennial Print
  d. Historic Documentary
• Deliver the first academic lecture of the Bicentennial series.
• Plan “Birthday Party” celebrations.
• Arrange “Mount at the Mount” event.
• Arrange Philadelphia theatre event.
• Select all Bicentennial Medal recipients.

“…..higher education must be guided by a sense of common purpose; it must be sustained and nurtured by purposes and procedures that cut across the separate departments and divisions. In governance, there must be a voice for all, and integrity is the key.”

Ernest L. Boyer
College: The Undergraduate Experience in America, 1987

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SEE AND SEEK TO RESOLVE PROBLEMS FACING HUMANITY

Finances
• Complete multi-year plans for compensation for all employees and prepare the recommendations for the Trustees’ adoption.
• Improve end-of-the-month financial reports and quarterly reviews with the President.
• Implement fund accounting for:
  a. Residence halls
  b. Food services
  c. Grotto
  d. Frederick campus
• Improve the management of our endowment and reporting to donors.
• Investigate the feasibility of a purchase card system for campus and make recommendations.

PRIORITY 5—MARKETING
During the 2004-05 academic year, the Office of Marketing and Communications, with the support of university leadership and the 25-member President’s Commission on Identity and Marketing, engaged a nationally-recognized higher education marketing firm, Stamats, Inc., to develop an institutional brand marketing/integrated marketing communications program. This program was designed to support a series of University goals that would, in its achievement, position Mount St Mary’s for a third century of growth and vitality as well as enhance our national reputation.
• Implement the new integrated marketing plan.
• Improve internal communications on campus.
• Hire a new director of communications and marketing.
• Improve the website.
• Implement a Presidential lecture series in Washington.
• Develop and implement a Trustees’ Day on campus.
• Develop an online alumni community.
• Establish an operational online alumni directory.
• Reduce the number of lost alumni addresses by 25%.
PRIORITY 1—CATHOLIC IDENTITY

While continually adapting to changes in society and the Church, Mount St. Mary’s University has consistently sought to remain faithful to its Catholic identity since its founding in 1808. Today we maintain this institutional fidelity through our commitment to implement fully a pastoral document on the nature of contemporary Catholic higher education: Pope John Paul II’s Ex Corde Ecclesiae. Its four essential characters of a Catholic university provide a clear perspective on the Mount as a vibrantly Catholic academic community.

• Develop a presentation on our Catholic identity and mission to be used on our website and as a means to acclimate new faculty and staff to the Mount.
• Develop advertisements targeted for Catholic publications.
• Continue ongoing discussions regarding Catholic identity and our academic programs.
• Plan and provide a spiritual retreat for the leadership team and the Trustees.
• Finalize plans for a Pilgrims’ Center at the Grotto.
• Complete the Grotto Mysteries of Light project.
• Procure supplemental Lilly funding for the Callings Program.
• Develop a conference targeted for mission officers, presidents, and faculty from Catholic universities.
• Sponsor the 2007 Callings Conference with the theme “Bearers of Hope and Healing.”

Men and women who ... 
CULTIVATE A MATURE SPIRITUAL LIFE

PRIORITY 2—ACADEMIC EXCELLENCE

Since our founding, the Mount has been dedicated to excellence in academics. As a Catholic university of liberal learning, we have been a model for the co-existence of faith and reason. Since our founding, the Mount has been dedicated to excellence in academics. As a Catholic university of liberal learning, we have been a model for the co-existence of faith and reason. For the Mount to accomplish its mission, the University will focus on creating supportive learning environments and diverse student experiences. Through the Division of Student Affairs, we will provide our student community with comprehensive and contemporary high-quality programs and growing opportunities.

• Improve and enhance the programs and services of Campus Ministry.
• Finalize the construction plans for the new student residence and begin construction.
• Initiate the plans for the renovation of the Terrace.
• Incorporate the data from the National Student Engagement Survey as benchmarks for success.
• Enhance the Center for Intercultural Development through further development of our campus diversity.
• Improve the cafeteria dining area in Patriot Hall.
• Enhance the PreTheology program.
• Strengthen the University Council to improve communication and collaboration.
• Submit accreditation report to IACBE; host IACBE visit.
• Submit NCA legal preconditions.
• Develop a comprehensive faculty load policy for inclusion in the Governing Documents.
• Continue to study the issues associated with academic restructuring.
• Develop and implement hiring, development and evaluation policies for adjunct and temporary faculty.
• Develop a new adjunct faculty handbook.
• Review the operations of our Frederick campus.
• Explore ways in which to broaden and strengthen our international programs.
• Strengthen efforts in assessment of student learning.
• Provide report on assessment to Middle States in April, 2007.
• Develop a fiveyear plan to improve our Library.
• Prepare new admissions recruiting materials.
• Improve the use of technology in academic programs.
• Engage in discussion of the strengths and challenges of our core curriculum.

Men and women who ... 
LIVE BY HIGH INTELLECTUAL AND MORAL STANDARDS

PRIORITY 3—STUDENT LIFE

To accomplish our goals, the University will focus on creating supportive learning environments and diverse student experiences. Through the Division of Student Affairs, we will provide our student community with comprehensive and contemporary high-quality programs and growing opportunities.

• Implement the campus master plan with attention to completing the following:
  a. Founder’s Plaza $300,000
  b. New entrances for the Knott Arena $300,000
  c. Sidewalks, trash cans and benches as per the designs
  d. Parking lots
  e. Barrett Hall improvements
  f. Parking lots
  g. Bradley Hall second floor project
  h. Refurbishing the basketball floor
  i. Improving the sound system in the Knott Arena

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RESPECT THE DIGNITY OF OTHER PERSONS

PRIORITY 4—FINANCES AND CAMPUS

During the last decade, significant progress was made to strengthen the Mount’s financial base. During the next six years, this trend must not only be continued, but enhanced. 

Fund Development
• Decrease the discount rate to 35% of tuition and fees.
• Initiate the Mount’s next comprehensive campaign, Generations.
• pc funded goals for 2006/07
  a. Additional funding for the statue of Fr John DuBois $75,000
  b. Founder’s Plaza $300,000
  c. Fine Arts Center $3,000,000
  d. Pilgrims’ Center $2,000,000
  e. Renovations of the Chapel $1,500,000
  f. Renovations of the tennis courts $150,000
  g. Rebuilding the Terrace $2,000,000
• Assist our faculty in seeking and securing grants.
• Raise $1.4 million in unrestricted support for Annual Fund.
• Raise $250,000 for the Seminary Annual Fund.
• Raise $525,000 for the Seminary Endowment.
• Increase our planned giving gifts by 20.
• Increase auxiliary/parking services revenue to $1,500,000.
• Increase endowment value to $40,000,000 by June 20, 2007.

Campus Improvements
• Complete the campus infrastructure projects including:
  a. Additional funding for the statue of Fr John DuBois $75,000
  b. Improving the sound system in the Knott Arena

• Complete the campus master plan with attention to completing the following:
  a. Founder’s Plaza $300,000
  b. New entrances for the Knott Arena $300,000
  c. Sidewalks, trash cans and benches as per the designs
  d. Parking lots
  e. Barrett Hall improvements
  f. Parking lots
  g. Bradley Hall second floor project
  h. Refurbishing the basketball floor
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• Develop a comprehensive list of all deferred maintenance.
• Implement the campus master plan with attention to completing the following:
  a. Founder’s Plaza
  b. New entrances for the Knott Arena
  c. Sidewalks, trash cans and benches as per the designs
  d. Parking lots
  e. Barrett Hall improvements
  f. Parking lots
  g. Bradley Hall second floor project
  h. Refurbishing the basketball floor
  i. Improving the sound system in the Knott Arena

• Complete the new athletic stadiums and fields construction.
• Improve the signage throughout campus.
• Develop a comprehensive list of all deferred maintenance.
• Develop a multiyear plan for the development of the Mount’s land resources.