
INTEROFFICE MEMORANDUM

TO: PLANNING COMMITTEE MEMBERS
FROM: PENNY ROSE
SUBJECT: MEETING SUMMARY 1/23/04
DATE: MARCH 2, 2004

The meeting was called to order by Dr. Jean Scott at 3:10 p.m. Fifteen members: Bauer, Bryant, Conte, Craig, Foit, Freeman, Golden, Koester, Lazorik, O'Donnell, Radford, Scott, Stewart, Steinhagen and Vickers were in attendance.

Scott distributed a draft outline for the Extension of the Strategic Plan for the committee's review. She began by discussing Goal 1 of the outline to increase full-time undergraduate enrollment to 1250 by 2205-2006. Set quality, diversity, and geographic targets for the admissions process. Can we also set a goal to increase the number of graduates going to graduate and professional schools by 10 percentage points?

One item not discussed a lot but included on the outline was to explore modest growth in graduate programs. Possibility of off-campus extension of some of the programs, i.e. PA Program? Could this help fuel the growth of full-time student body to 1500?

The committee needs to come to terms regarding the debate over growing or not growing. Modeling needs to be done assuming we could get 1500 students. What would our expenses be?

Aggressive marketing of the college, including new programs, needs to be done as monies are available. Currently, we do the best we can with the funds available.

Goal 2 is to ensure financial stability and build the resources of the college. Keep the budget balanced and include adequate funding for advancement. Could the college contain tuition, fee, room and board increases to the median of AICUO (or OAC) group? We are currently in the 75th percentile of the private colleges in Ohio. Need to be cautious about increases.

A new campaign will be launched by Marietta College. Do we raise the endowment to \$100 million? At the end of December 2003 the endowment was at \$50 million which includes McDonough, Esbenshade, and McCoy. Marietta College recovered better than some other institutions.

Goal 3 to create an academic program of quality, depth and distinctiveness based on the core values was the next item of discussion. Identifying signature programs in the area studies where we have strength There was discussion of a number of ideas. Questions were raised as to how different are signature programs from non-signature programs and whether programs should apply for signature designation.

Program reviews need to be tied in with achievements. Difficult to do with administrative program reviews. Need to make the process more meaningful. The academic side is very clear, but further thought needs to be put into the administrative program review process to tie in the achievement of objectives to the receipt of revenue.

Planning for the next campaign is critical. Stress in the campaign that these are the single most important things needed to move MC ahead in the future. It was suggested that the theme for the next campaign could be: "To Insure an Academic Program of Quality, Depth, and Distinctiveness". This would incorporate under quality, graduate rate; graduate school; graduate programs; and high quality faculty and staff. Under depth, deepening liberal arts; summer research programs; and enhancing technological diversity, and under distinctiveness signature programs. The Advancement office could talk with donors and assign dollar figures. Do we lose co-curricular and athletics with this idea? The dilemma could be resolved by making the theme "To Insure an Educational Experience of Quality, Depth and Distinctiveness." Do feasibility study. The next campaign will be about moving MC ahead. This is the next step in building what we have done. We have the foundation, build on our strengths.

Meeting adjourned at 5:00 p.m. Next meeting is scheduled for Friday, January 30, 2004.

Respectfully submitted,

Penny Rose