

LIVING, LEARNING AND WORKING IN A THRIVING COMMUNITY

THRIVE
2025
OUR
PLAN FOR
THE FUTURE

Mount Mary's Strategic Plan will guide the efforts of the institution through 2025. While the strategies shall remain fluid and responsive, they will be guided by the overarching principles of financial stewardship; a respect to Mount Mary's liberal arts core; consistency with the SSND mission; commitment to a diverse student population; and the development of the whole person.



ACADEMICS

- ▶ Invest in existing programs that excel and meet market needs
- ▶ Develop new market-responsive programs
- ▶ Explore areas under-represented by women
- ▶ Diversify teaching modalities and delivery options
- ▶ Adopt new technology that supports new programs and modalities and aligns with employer expectations
- ▶ Identify academic partnerships with two- and four-year institutions

WELLNESS

- ▶ Better address the needs of parenting students and staff members
- ▶ Support commitment to diversity and inclusive sense of community
- ▶ Establish a holistic wellness model on campus
- ▶ Expand student activity offerings to support engagement, retention and persistence and to reduce completion times

FACILITIES

- ▶ Revitalize underutilized spaces
- ▶ Develop new on-campus housing for SSNDs, single parents and senior adults
- ▶ Improve soccer fields and add softball field
- ▶ Create organic garden to enhance academic programs such as food science and dietetics

FINANCIAL VITALITY

- ▶ Promote plan to fund strategic priorities
- ▶ Increase FY20-25 contributions to \$40 million
- ▶ Consider making school more affordable through tuition reset or restructuring
- ▶ Utilize existing assets to generate revenue streams, including real estate and The Fashion Archive
- ▶ Grow endowment
- ▶ Explore cost efficiencies through central supply ordering, green standards, new NDH windows

ENROLLMENT

- ▶ Utilize Complete College America and other strategies to improve retention and persistence
- ▶ Improve recruiting at two-year campuses
- ▶ Extend marketing to other regional markets
- ▶ Expand recruiting efforts for niche programs such as fashion and art therapy
- ▶ Expand high school and business partnerships
- ▶ Improve website and digital marketing
- ▶ Create new loan options to ease debt burden
- ▶ Increase on-campus and business partnership employment opportunities for students