

# ASPIRE HIGHER

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Strategic Plan | Fall 2016 Highlights



Aspire Higher

# 175+ YEARS

## EDUCATIONAL EXCELLENCE



**The Aspire Higher Strategic Plan**, approved in July 2016, is the strategic plan for the future of Saint Mary-of-the-Woods College.

**The goals** of this plan are fundamental to strengthening the College, and they build on the foundation of SMWC's 175+ years of educational excellence, the beauty of the campus and its historic structures, a strong Catholic identity and a commitment to a teaching culture that supports lifelong learning, and effects positive change in a spirit of service and social responsibility.

**This plan** was created with the faculty and staff of the College to carry forward the vision of Saint Mary-of-the-Woods College and is intended to be a living, breathing document, dynamic in nature and meant to change and evolve with the College as it grows. It focuses on three strategic priorities, and at its heart is embedded a commitment to enrollment growth and strengthening spirituality:

- Elevate the distinctive, high-quality education that has been a hallmark of education at SMWC
- Provide a college environment that is relevant to overall student success and enhances students' quality-of-life through improvements to facilities, spiritual offerings, and an enhanced financial structure
- Improve perception of the College through renewed focus on outreach and partnerships, emphasizing the value of relationships that has always been critical part of education at SMWC

**Ultimately**, we are a community – one that values shared governance, shared responsibility, shared respect, and shared rewards. Because of this, the strategic planning process has been highly inclusive with numerous opportunities for feedback from the entire SMWC community, including faculty, staff, students, trustees, alumni, and community partners through the Strategic Planning Committee, the Coed Implementation Committee, the President's Council, focus groups, surveys and town hall meetings.

A group of people are playing badminton in a gymnasium. In the foreground, a woman in a black top and denim shorts is in a ready stance, holding a badminton racket. To her left, another woman in a dark t-shirt and shorts is also holding a racket. In the background, several other people are scattered across the court, some playing and some watching. The gymnasium has a polished wooden floor with blue and yellow court lines. The walls are white with blue accents and several windows. A blue scoreboard is visible on the wall in the upper left.

# ON THE MOVE

## TOWARD SUCCESS

**Saint Mary-of-the-Woods College is a college on the move.** With a decision to become a fully coeducational institution in May 2015, the College has positioned itself for growth as a Midwest liberal arts institution committed to educating the next generation of women and men as critical thinkers, visionaries and leaders for the world.

**This year has already seen:**

- **The largest enrollment growth for the College in recent history**
- **\$1 million in unrestricted giving for the first time in nearly a decade**
- **An Increase in awareness throughout the state of Indiana**
- **A more robust student experience on campus**

Rooted in a strong Catholic identity and a commitment to the foundation laid by Saint Mother Theodore Guerin, the College will actively *Aspire Higher* to build long-term success and growth through intentionally investing in strengthening its educational offerings, enhancing the quality of the campus environment, and elevating the identity and perception of SMWC. These structural efforts will support increased enrollment opportunities and will be woven together with a thread of spirituality, building towards the future successes of the College and its students.

# OUR PATH

## PRESIDENT'S MESSAGE

**“We spend our days waiting for the ideal path to appear in front of us, but what we forget is that paths are made by walking, not waiting.” ~ Unknown**

Through our strategic planning process, we have made decisions to grow this institution. We have been mindful of our history, our mission and our students, while keeping our thoughts and efforts focused on the vision of a bright future. We are forging a path that is unique to us.

The addition of the Jeanne Knoerle Sports and Recreation Center in 2014 allowed us to add new sports for women, and now men, as well as the ability to offer recreational and wellness activities for all students, increased auxiliary revenue and new community awareness. With the start of the nursing program in 2015, we have seen increased enrollment and a heightened awareness of SMWC as an educational partner with the state and healthcare providers in Indiana. These are just two of the early efforts from the Aspire Higher Strategic Plan already making a difference at The Woods.

I feel very strongly that Providence has joined our efforts and the foundation for the next 175 years of the College is being set through the work being done now by our faculty, staff, students and alumni.

*Dottie L. King*

Dottie L. King, Ph.D.  
President



# FALL 2016

## HIGHLIGHTS

### Strategic Priority 1 | Elevate the distinctive, high-quality education that has been a hallmark of education at SMWC

- Increased on campus enrollment by 10 percent, on-line by 3 percent and graduate by 8 percent
- Provided a 2 percent raise pool for all faculty and staff beginning in July 2016
- Implemented an instrumental music program, creating a band and pep band for music and non-music majors to enhance enrollment opportunities
- Launched the nursing program and received accreditation from the Commission on Collegiate Nursing Education (CCNE)
- Established an English Language Institute to increase auxiliary income and create a pipeline of matriculating international students
- Launched the Foundation Day of Service to embed student, staff and faculty service initiatives into the academic mission of the College with a special focus on SMWC's heritage and values
- Formed the Academic Assessment Advisory Council to champion assessment throughout all areas of campus
- Aligned the undergraduate academic calendars to simplify the flow of semesters for registration
- Moved to an 8-week format in Woods Online and a year-long registration process
- Added Men's Golf
- Implemented the Common Application



## Strategic Priority 2

Provide a college environment that is relevant to overall student success and enhances students' quality-of-life through improvements to facilities, spiritual offerings, and an enhanced financial structure.

- Began housing resident males
- Opened the new Learning Resource Center in the Rooney Library featuring the addition of a full Writing Lab, Math Lab, classroom, study rooms, a testing center as well as individual and collaborative learning spaces in a bright and updated space
- Installed a proximity card access system for resident students in Le Fer Hall
- Updated entry doors on residential floors to accommodate women and men
- Installed handicapped accessible male public restrooms
- Made technology updates to classrooms in Le Fer Hall, Guerin Hall and the Conservatory
- Converted to a new phone system to improve quality of service and cost savings



## Strategic Priority 3

Improve perception of the College through renewed focus on outreach and partnerships, emphasizing the value of relationships that has always been critical part of education at SMWC

- Hit the \$1 million mark in unrestricted giving to the Woods Fund
- Increased alumni giving percentage from 20 to 23 percent
- Increased the faculty and staff giving percentage from 44 to 57 percent
- Finalized a partnership with the Girl Scouts of Central Indiana to provide educational and outreach opportunities
- Adopted a diversity statement and improved climate with respect to diversity and inclusion
- Established the Terre Haute Women in Washington D.C. focused on engaging women in leadership roles related to navigating policy and politics
- Improved auxiliary revenue by 30 percent
- Launched an improved mission orientation for new faculty
- Established the Institutional Marketing Committee to provide advice and direction to the marketing efforts of the College





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## ASPIRE HIGHER 2016

SAINT MARY-OF-THE-WOODS  
COLLEGE