

Who is Stevens Strategy?

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Stevens Strategy was found in 2003 by John Stevens Ed.D. As a full-service management consulting firm, Stevens Strategy offers professional services to the leaders of higher and secondary education institutions in the areas of strategic planning, strategic governance, strategic organizational review, information systems selection and implementation, financial analysis and planning, and executive search.

What is strategic planning?

Strategic planning is the process an institution undertakes to define a vision for its desired future, in the context of the realities of its environment, and develop plans for achieving that desired future. Strategic planning is the linchpin for successful management of educational institutions in our rapidly changing world. The five-phased strategic planning process led by Stevens Strategy has been utilized by numerous colleges, universities and schools, large and small, public and independent.

What does the process entail?

The process encourages the president and board to lead their institution in developing its vision and strategy. The process involves the whole community—faculty, staff, students, alumni, and others—and ask the community to take ownership of the plan through extensive involvement in its development. The consistent achievement of both these objectives (executive leadership and broad ownership) produces a sound and compelling strategic plan. The five strategic planning phases include:

Phase I – Process Design (March – September 2007)

Letter to alumni sent from President Hirsh to invite them to become a part of the planning process. Stevens Strategy engaged to provide oversight of the Planning Process. Individual interviews conducted. Stakeholders Conference held. Eight Work Groups established.

Phase II – Responses to Strategic Issues (October 2007 – April 2008)

Work Groups formulate recommendations for Rosemont's future through weekly meetings, research, and the use of sophisticated comparative tools. Steering Committee appointed and recommendations presented. Two Open Campus Meetings held. Surveys conducted. Update letter to all alumni and friends sent from President Hirsh. Strategic Plan website launched. Penultimate recommendations submitted. Third Open Campus Meeting held.

Phase III – Strategic Agenda Development (March – May 2008)

President drafts strategic agenda, a Five Year Plan that recommends the vision for Rosemont College's future. President engages with Steering Committee to prepare final draft. Fourth Open Campus Meeting held. Strategic agenda is presented to the Board of Trustees for approval.

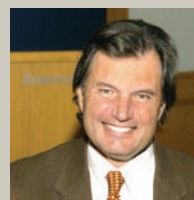
Phase IV – Operational Planning (May – July 2008)

Operational planning committee appointed to develop implementation plan for strategic agenda. Operational plan finalized.

Phase V – Implementation (Fall 2008 – Summer 2012)

Implementation of plan over five years.

Who is John Stevens, Ed.D.?

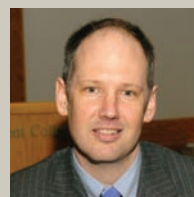


John Stevens has more than thirty years of higher education experience in strategic planning, institutional organization and governance, process

redesign, financial planning, information system selection and implementation, collective bargaining, and executive search. He has provided consulting service to more than seventy independent and public institutions from our nation's largest universities to its smallest colleges and schools, specializing in small to mid-sized institutions and the process of strategic change within them.

In 2003, after 16 years at another higher education consulting firm, Dr. Stevens began Stevens Strategy, an independent consulting practice specializing in the development of strategy for colleges, universities, and schools. He holds the B.A. degree from the University of Massachusetts at Amherst and the Ed.M. and Ed.D. degrees from Harvard University.

Who is Brendan D. Leonard, M.B.A.?



Brendan Leonard has nearly 20 years of management experience in the higher education and health care industries. He has spent the last 10

years consulting primarily in the higher education industry, focusing on strategic planning, process redesign, systems implementation, and human resources systems assessment and design. In addition, Mr. Leonard spent 7 years working in health care financial planning, financial reporting and analysis, and systems implementation.

Prior to joining Stevens Strategy in 2003, Mr. Leonard served as Senior Associate at Kaludis Consulting and Senior Consultant for HCM, Inc. He holds a B.A. degree from Haverford College and an M.B.A. from the Haas School of Business, University of California, Berkeley.