



Actions, Not Words:

An Operational Planning Update

The present Board of Trustees left their mark on Rosemont's history when they announced on May 30, 2008 their vote of approval for the Strategic Plan which emphasizes and expands the College's enrollment, programs, and reputation by embracing co-education, partnerships, and online education. The unanimous vote came after more than 15-months of study, research, discussion, and deliberation involving all constituents of the College's community, including trustees, faculty, staff, students, alumni, and friends.

In the spring of 2007, the Board of Trustees engaged a consultant to lead a strategic planning initiative with one straightforward goal: the development of a shared vision and strategic agenda for the institution's future. The process presented the College community with an opportunity to respond to higher education environmental challenges and to explore all possible avenues to enhance Rosemont's academic, spiritual, and financial well-being. Research concluded in February, 2008, and the findings were the basis of the Plan.

The approved Plan proposes that the College will open its doors at the undergraduate level to all interested and qualified women and men in the fall of 2009, unifying the College's three schools and expanding the College's mission of being a 'community of learners.' In addition to changes on the undergraduate level, the approved Plan proposes major changes in the Schools of Graduate and Professional Studies, specifically expanding online degrees.

Richard Leiby, Ph.D., associate professor of history, was named Director of Strategic Planning and Assessment and spent the summer working with President Hirsh and others to develop and organize the entire Plan. This fall marked the beginning of a five-year process to take the ideas developed by Rosemont's constituents and turn them into realities. In the end Task Forces were developed, and each has been charged to accomplish specific jobs within a specific timeline.

Progress to Date

Define our identity as a fully co-educational institution refounded on our dedication to the College's Catholic and Cornelian mission, sensitivity to market realities, and commitment to diversity.

A Mission Task force has discussed drafts of a statement on heritage and mission and is considering making recommendations on mission, heritage, and the curriculum to assist in efforts to revamp the general education program. Meanwhile a Campus Ministry Committee has begun to look at new service opportunities to give embodiment to the mission. A multiculturalism committee is hard at work researching what other Catholic institutions do to enhance their campus multicultural efforts.

Establish our academic program niche, revitalize our curriculum, and establish flagship programs and institutional partnerships in support of the themes of developing ethical leaders, environmental sustainability, and multiculturalism.

Lenore Koczon, Ph.D., academic dean of the Undergraduate College, and Judith Rényi, Ph.D., dean of the Schools of Graduate and Professional Studies have begun a process of reviewing the general education curriculum and how to enhance Rosemont's presence in online educational programs. With the support of President Hirsh, both Dean Koczon and Dean Rényi are committed to a practical unification of the efforts of the Undergraduate College and the Schools of Graduate and Professional Studies.

An Assessment Committee has begun working on assembling the assessment efforts present in both schools, and will assist in the guiding efforts to update and streamline the assessment process on all academic levels.

The College continues its efforts in sustainability through the President's Climate Commitment.

Build a vibrant and engaging campus environment characterized by a commitment to student-centered teaching, service, and support, meaningful cross-cultural interaction and understanding, and abundant opportunities for personal and intellectual growth.

The centerpiece for an engaged campus environment is embodied in the proposed Community Centre. This dream is quickly becoming a reality through the assistance of a Program Design Task Force that has been charged with identifying how programs and services for the internal and external communities are delivered in similar structures on area campuses while the Architect Selection Committee has narrowed down its criteria for selection and recently put a call out for proposals.

The Athletic Department has hired a men's basketball coach (see article pg. 12) and recruiting is well underway for field Rosemont's first male sports team. A Coed Transition Task Force has begun to assemble data on what male students seek from a college education and how Rosemont will be able to meet those expectations. Additional responsibilities of the Transition Task Force include a complete review of campus policies and publications in order to make all language gender-neutral.

Meet Rich Leiby, Ph.D., Director of Strategic Planning and Assessment



Rich Leiby, associate professor of history, received his A.B. in history from Albright College and his M.A. and Ph.D. in history from the University of Delaware. His early teaching career was spent at Franklin and Marshall College; Kutztown University; and Eastern Michigan University. Dr. Leiby joined the Rosemont College community in 1988. His teaching has included courses on 19th and 20th century Europe, Nazi Germany, Western Civilization, Mediterranean World, Methodology, and other related topics. Dr. Leiby has also served the College community as a member of faculty council; the Sub-Committee of the Academic Affairs and the

reinstatement of tenure; and as the chair of the Academic Programs Work Group of the Strategic Planning Process.

With a strong background in German history, Dr. Leiby is a frequent presenter at various conference and workshops around the country. He is also the author of numerous publications and scholarly articles. During his tenure at Rosemont College, Dr. Leiby has been awarded the 2000 Lindback Foundation Award for Distinguished Teaching, a Connelly Foundation Grant, a German Academic Exchange Service Scholarship, and a Pew Memorial Trust Fund Grant.



Articulate clearly and effectively our identity and brand promise to the marketplace.

The College recently partnered with SimpsonScarborough, a team of nationally known marketing strategists who blend sophisticated research with cutting-edge marketing and branding strategies. Senior executives visited campus to gather information on the strengths Rosemont brings to bear on the local academic and civic community. Online focus groups and market surveys will be conducted with prospective students, current students, faculty, staff, and alumni in the coming months to help facilitate a new branding message and strategy. The results of their findings will be announced in March, 2009, and will be immediately assigned to a communication plan for a full launch in the fall of 2009.

Develop an institutional culture and organization that is flexible, collaborative, and competitive.

Rosemont's Senior Staff and President Hirsh have begun work on a change management process that will be implanted in every area of the College. The College is being helped in this by two alumni, Cathie Coleman Dickson '00 SGPS and Lois Reynolds '00 SGPS, who are current adjunct facilitators and whose expertise is in change management; together this group is working to outline a communication plan to help inform the campus about the many changes being implemented as a result of the Strategic Plan.

A Compensation Committee has been established to bring salaries and benefits up to par with peer institutions. This will be accomplished through internal studies and external reviews.

Achieve financial stability while investing shrewdly in our physical and operational infrastructure.

The Technology Advisory Committee has identified key needs and solutions for technology on-campus. Much of the research is critical to the embracing of online educational opportunities, particularly in the Schools of Graduate and Professional Studies. The Committee is working with Cathy Fennell, Vice President of Information Services, to develop a long-term technology infrastructure plan.

Work has also begun to accomplish a facilities make-over in athletics to accommodate men's athletic teams.

2009 and Beyond

The College and its shareholders have made great progress on the Plan since its approval in late May through the establishment of several key Task Forces, as well as through the launch of a Brand and Identity Study Project. The recruitment of both men and women to in the Undergraduate College, and the development of online degree programs in the Schools of Graduate and Professional Studies, among many others initiatives laid out in the Plan. The College intends to launch a Comprehensive Fundraising Campaign in the near future to secure funding for the many initiatives of the Strategic Plan, including transforming Cardinal Hall into The Rosemont Community Centre, upgrading technology campus-wide, initiating a men's NCAA Division III athletic program, and revitalizing services for students of the Undergraduate College and the Schools of Graduate and Professional Studies.

The implementation of the Strategic Plan and the College's future has been embraced by the Rosemont community. Its ultimate success, and the College's success, will be found in the College's true strength: its Cornelian spirit of confidence - confidence in God and in each member of its community.