

# Meredith College Goals

**2004-2005**

*Our overarching goal for the year is strengthening the learning environment at Meredith.  
To accomplish this we will work on:*



## **Goal 1: Developing the strategic plan for the next five years**



- Appoint Vision 2010 committee and interdisciplinary committees to develop the college's priorities and goals
- Determine the right size for Meredith in
  - Students
  - Faculty and staff
  - Facilities
- Develop a sharper focus for graduate education
- Include Vision 2010 startup funds in the 2005-2006 budget plans
- Take completed Vision 2010 priorities and goals to Board of Trustees for approval
- Continue quality reviews of all units and programs

## **Goal 2: Beginning the public phase of the Campaign for Meredith**



- Seek funds for scholarships, endowed professorships, program enrichment, facilities and the Meredith Fund
- Increase the percentage of alumnae giving
- Increase annual giving for the long term

## **Goal 3: Supporting Meredith's employees**



- Increase salaries and benefits
- Continue to build professional and personal development opportunities for faculty and staff
- Review Meredith's employee benefits to increase the college's competitiveness in attracting and retaining employees
- Build trust on campus

#### **Goal 4: Recruiting and retaining students (build on success of 2003-04)**

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- Use and assess new recruitment materials (Generation's work on Viewbook and Outcomes document, Marketing's work on the web)
- Continue to examine use of recruitment strategies (geographic territory management, telecounseling, Recruitment +, working with students, faculty, staff, alumnae and other members of the Meredith community)
- Assess the new approach to awarding financial aid (working with Human Capital, ensuring equitable and consistent packaging regimens for new students, improving customer service and exploring opportunities for programmatic connections with awards)
- Analyze and refine retention strategies

#### **Goal 5: Continuing to build an inclusive and diverse community**

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- Support the work of the Diversity Council
- Kick off the academic year with discussions of diversity and inclusiveness
- Recruit and retain faculty, students and staff from diverse backgrounds

#### **Goal 6: Improving internal and external communication**

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- Disseminate our core messages widely
- Increase our national visibility
- Increase internal information sharing
- Use technology to speed communication
- Improve coordination of events