MEREDITH FOREVER

Strategic Plan | Year Two Highlights

MEREDITH COLLEGE | Going Strong
123 Years and Going Strong.

For more than a century, Meredith College has been Going Strong. And with the support of our community and the direction provided by Meredith Forever, the College is becoming stronger every day.

What does going strong look like? Increased enrollment. Expanded academic programs. Record-breaking fundraising. Engaged alumnae who are visibly and justly proud of their alma mater.

Guided by our strategic plan, we’re moving confidently toward achieving our vision of even greater national and international prominence as a vibrant learning environment in which students enhance their strengths. Broaden their perspectives. And prepare for lives of impact and distinction.

All going strong.
President’s Message

*Meredith Forever*, our rolling three-year strategic plan, has inspired renewed energy, collaboration, and vision for Meredith College.

Now in our second year of implementing the plan, I am delighted to report that we are making significant progress on its priorities. The results are impressive: our best fundraising year, our largest endowment, and our second largest class in Meredith’s history. And our reinvigoration of the adult education program, Wings, is already gaining momentum with significant gifts to jumpstart the program with scholarships and operating funds.

Another key area of emphasis has been the roll-out of StrongPoints™, Meredith’s signature program that provides individualized coaching for each student, based on her strengths. Academic and experiential advising, combined with financial and career planning, are helping students understand how effective planning helps them stay focused on the important decisions leading to timely graduation, minimal debt, and satisfying careers and lives after Meredith.

Other goals in our plan focus on enrollment, financial strength, facilities, and quality of life, and we are making steady progress on each of those goals. And the successful new brand – Meredith College | Going Strong – is allowing us to share our strengths more broadly, which, in turn, contributes to our success and forward momentum.

Ultimately, the plan requires that we focus on what Meredith has always done best: help strong, bright, engaged women build on their strengths to become even stronger. That success, coupled with the solid educational, financial, and community-centered foundations of the College, are the building blocks of our strength as we head toward our 125th anniversary in 2016.

I deeply appreciate our faculty and staff, who have thrown their considerable energy and passion behind this plan. I am thrilled by the heartfelt support of our community, particularly as demonstrated in the record-breaking levels of giving over the past year. And above all, I am grateful that the plan is working to ensure that Meredith College will continue Going Strong.

Jo Allen, ’80
President
Educational Excellence

Building on a solid reputation for academic excellence, we’re taking steps to advance the Meredith educational experience through personal advising within the framework of StrongPoints, comprehensive programming that integrates academic and experiential learning, and expanding areas of study to both meet emerging needs of employers and build on the success of existing programs.

- Piloted StrongPoints, an innovative advising and personal coaching model
- Completed Classroom to Career (C2C) pathways for every major
- Celebrated our successful graduates – 98.5% are employed or pursuing graduate study within nine months of graduation
- Engaged MAP-Works platform to better support high-quality advising and impact student satisfaction, retention, and degree completion
- Initiated a partnership with WakeMed Cary, expanding Meredith’s Dietetic Internship program

Enrollment

Enrolling strong, capable students is essential to our ability to thrive. Equally critical to our mission is retaining students and attracting new populations who will benefit from a Meredith education. This year we renewed our focus on adult women seeking an undergraduate degree, with a new name, increased funding for scholarships, and revitalized programming.

- Surpassed enrollment goal of 430 first-time, full-time freshman by more than 40 students
- Continued expansion of Alumnae Recruiting Meredith Students (ARMS) program
- Selected first cohort for Broyhill Business Fellows program
- Continued to improve retention rates, far surpassing our peers
- Brought new name and emphasis to Wings – Adult Education at Meredith
- Increased enrollment in the College’s pre-health post-baccalaureate certificate program
- Established 1891 Club to increase student engagement and prepare for their role as young alumnae
Financial Strength

Last year was a big year for fundraising – in fact it was the strongest ever in several categories. Beyond Strong | The Campaign for Meredith is off to a powerful start, with increased giving in every category and significant momentum building toward the College’s upcoming 125th anniversary.

• Raised $18,187,915 in Beyond Strong | The Campaign For Meredith – the largest fundraising year in the history of Meredith College
• Finished the 2nd year of the quiet phase with $31,067,826 in total Campaign giving
• Raised $1,455,101 in annual giving, a 22% increase or $262,395 more than last year
• Increased faculty and staff participation in annual giving to 60% – 10% over last year
• Received $13,680 from the senior class of 2014, compared to $10,369 the previous year

Facilities and Technology

If visibility is the outward-facing pillar of the strategic plan, facilities and technology are the infrastructure that supports every activity of the College. Efforts such as investing in enhanced information technology and refurbishing outdated facilities are essential to our ability to attract and retain the best students and faculty.

• Built StrengthsLab in support of StrongPoints
• Upgraded campus wireless network and completed campus recabling project for technology
• Replaced windows in Jones & Wainwright for sustainability and aesthetics
• Enhanced accessibility of meredith.edu through video captioning
• Launched campus-wide intranet, providing internal platform for community engagement
• Implemented new technology to support videoconferencing and distance education
• Realized 45% in cost savings from energy management initiatives
Visibility

With the implementation of the new brand, Meredith College | Going Strong, our visibility has increased significantly, which in turn has had a positive impact on everything from enrollment to fundraising. Perhaps even more important, the brand has been embraced by the Meredith community, creating opportunity and momentum for even stronger results in the coming year.

- Completed 1st year of the new Meredith College | Going Strong branding campaign
- Created new recruitment and fundraising marketing materials, supporting higher first-year enrollment and record fundraising
- Increased traffic from unique visitors to meredith.edu by 67% in 11 months following launch
- Increased social media fan base by 29% over previous academic year
- Developed advertising to support renewed emphasis on adult learners

Quality of Life

Meredith has a strong reputation for being a desirable place to work, and we’re striving to become even stronger. A new program to support workplace flexibility and continued development of comprehensive wellness programs are some of the ways we’re enhancing quality of life for our students, faculty, and staff.

- Developed program in workforce flexibility
- Enhanced accessibility of facilities
- Out-performed peer institutions in 13 of 15 categories in “Great Colleges to Work For”
- Launched “PEARLS,” a new student group focusing on health and wellness
- Demonstrated ongoing commitment to faculty/staff wellness initiatives
- Provided permanent salary increases for full-time Meredith employees
- Emphasized sustainability through energy management and sustainable green and blue cleaning practices
- Increased local food purchasing and reduced food waste while supporting student outreach through Campus Kitchens at Meredith College
EDUCATIONAL EXCELLENCE. FINANCIAL STRENGTH. ENROLLMENT. FACILITIES AND TECHNOLOGY. VISIBILITY. QUALITY OF LIFE.

Going Strong

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