

# **Institutional Priorities for 2006-2007**

**October 17, 2006**

**1. *Continue to enhance academic climate.***

- Continue to enhance student/faculty collaborative research/scholarship/creative activities, as well as faculty development programming to support these expectations. Establish a baseline in 2006-2007 and increase these activities by 10% over baseline in subsequent year.
- Implement first year of a multi-year fulltime faculty hiring plan.
- Continue to utilize the established empirical system for reviewing the marketability and sustainability of existing programs including the recommendations resulting from the program review process, determination of resources, faculty, and student base, and revenue generating levels needed for each program.
- Maintain and enhance where appropriate support for the liberal arts and general education.

**2. *Continue to enhance the quality of student life and student services.***

- Establish a baseline of student satisfaction and raise overall student satisfaction.
- Increase by 10% service learning, internships and integrate these components throughout the University.
- Coordinate and expand student leadership development opportunities offered by ASDU, the Institute for Leadership Studies, Campus Ministry, the Division of Business and the Center for Diversity.
- Explore NCAA options.

**3. *Develop an integrated marketing plan that will advance the Dominican brand internally and externally.***

- Design an organizational structure that will enhance the coordination and impact of the marketing efforts including electronic and print vehicles, public relations, advertising and external outreach through University events.
- Conduct comprehensive market research to both ensure that the brand reflects market realities and the Dominican mission, and determine institutional opportunities for growth and enhanced visibility in undergraduate, graduate, distance and remote learning programs.
- Develop a campaign to increase the University's ranking in US News and World Report.
- Coordinate existing public outreach programs to maximize University visibility in the Bay Area.

**4. *Advance campus technology capabilities to support and enhance educational effectiveness and administrative operations.***

- Increase campus access and connectivity (hardware) for computer labs, common work areas and available computers.
- Improve and enhance technological resources in the library including the acquisition of databases.

- Increase educational/developmental opportunities for faculty, staff and students to more effectively and efficiently utilize changing technology resources.
- Leverage technology for efficiency. (Examples include online rosters grading, faculty evaluations, and registration as well as the “Penguin Pass” one card system).

**5. *Complete the fundraising needed for the current capital campaign and transition into a new comprehensive capital campaign***

- Complete the fundraising for the Science Center, the Chapel/Spiritual Center, and the multi-purpose athletic field.
- Conduct a comprehensive feasibility study to determine the likelihood of completing a \$50 million capital campaign for such needs as: endowment, academic programs, scholarships and capital projects

**6. *Create a Campus Development Committee composed of faculty, staff and trustees to oversee master planning and facilities.***

- Determine the overall capacity and efficient utilization of current on-campus facilities.
- Improve the process of space allocation and management.
- Study the relationship of on-campus parking to class scheduling with the goal of increasing on-campus parking capacity and efficiency.
- Explore reducing the number of cars on campus by limiting freshman student parking permits.

**7. *Internationalize the University Community.***

- Develop and implement an international strategic plan consistent with University direction towards internationalization.
- Develop an assessment instrument that will measure international learning at the University in the areas established by ACE including knowledge, skills and attitudes.
- Identify the role of international languages in support of internationalization.

**8. *Maintain an effective, balanced budget that supports all University goals.***

- Maintain a three-year budget cycle that includes a clear prioritization methodology used in the budgetary process. Continue to use a top down approach where revenue projections are used as the beginning point for budget development.
- Stabilize and diversify revenue.
- Maintain an effective and competitive salary plan.
- Refine fiscal models on a continuous basis to ensure that the University operates with a budget those results in annual surpluses over the next ten years while attacking institutional goals.