

Hampden-Sydney College

Executive Summary

Strategic Plan Activities

Presented to
Board of Trustees
Strategic Planning Committee
Fall Board Meeting—October 26, 2012
by Dr. Dale Jones



Current Status

- Phase I (short-term) 2012-2014 period
- 15 no-cost/low-cost Goal Action Items
- Implementation underway and on track for all Goal Action Items
- Execution and Master Plans updated
- Completion or substantial implementation achievable by 2014



Signature Initiatives

- Tuition discount study ongoing to aid recruiting (*started summer 2012*)
- Bylaws Subcommittee established to revise bylaws (*Aug 2012-Jun 2013*)
- First C-Day completed to advance seven core themes of H-SC Man (*Sep 4, 2012*)
- New student orientation transition program operating to retain students (*implemented fall 2012*)



Signature Initiatives

- adcraft hired to redesign web site and *Candidate's Guide* to market the college (summer 2012-spring 2013)
 - Cross country, swimming, and club wrestling teams started to increase student recruitment (fall 2012)
 - Campus master plan completed to guide campus construction and site improvements (fall 2012 Board action)
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Signature Initiatives

- Alumni engagement plan completed to strengthen development strategy (*fall 2012 Board action*)
- “Man Up With Admissions” volunteer recruitment program to engage parents, alumni, and students (*starts Jan 2013*)



Next Steps

- Continue implementation of Phase I Goal Action Items
- Complete key initiatives
- Evaluate and improve new programs
- Expand and refine Execution and Master Plans
- Begin to prepare for Phase II (mid-term) 2014-2017 period



Key Phase II Goal Action Items

- Broaden honor to include conduct, character, etc. (1.2)
- Create Office of Vocational Reflection (1.7)
- Complete institutional and instructional technology plan (2.A.3)
- Attract at least 325 freshmen, 35 transfers, and enroll 1,150 in fall semesters (3.A.1)



Key Phase II Goal Action Items

- Examine ways to ensure access with increased scholarships (3.A.4)
- Reinvigorate the fraternity system (3.D.4)
- Develop innovative programs to increase alumni engagement (4.3)



Strategic Planning Committee

- Discussion
- Questions
- *Thank you!*

