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)
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!