Welcome

- “There can be any number of changes, but unless there is a transition of transformation in what we do nothing will be different when the dust settles.”
  — William Bridges

- “It always seems impossible until it is done.”
  — Nelson Mandela

- “Deciding what not to do is as important as deciding what to do”
  — Steven Jobs
Next Steps

- Where we will go from here: the next 3 to 6 months
  - Cluster Update—Robyn
  - University Advancement Update—Paula Lee
  - Enrollment Update—Jason
  - Financial Update—Don

- How the results and recommendations from the URSA process are driving our University
  - CG URSA, Academic Affairs Restructure—Gail
  - NG URSA Updates—Gail, Rich, Laurie, Jason

- How we enhance our culture to serve our students—Mark
Where we go from here

Next 3 to 6 months

- Thank you for coming today. I know we’ve been through a tough time, and we are moving forward now.
- Began to invest BOT-approved funds to create the clusters
  - How we will use the money in FY17?
  - If you’re interested in funding for cluster-related projects—simple form to provide accountability for BOT investment—Robyn will give you the details in a few minutes
- Began building open labs: Lamson Library update—Don/Rich
- Began to plan the cluster implementation—Robyn
Update on Integrated Cluster Initiative

PIONEERING
PSU
## Where We Are Currently

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In the Year Ahead

Arts & Technology
Tourism, Environment & Sustainable Development
Exploration & Discovery
Innovation & Entrepreneurship
Education Democracy & Social Change
Health & Human Enrichment
Justice & Security

Exploration & Discovery

Arts & Technology

Tourism, Environment & Sustainable Development

Innovation & Entrepreneurship

Education Democracy & Social Change

Health & Human Enrichment

Justice & Security
## Important Dates

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<td>August 1</td>
<td>Call for project proposals</td>
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<td>August 1</td>
<td>Listening Session: 9-10 a.m. Frost Commons</td>
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<td>August 22 - 24</td>
<td>University Days</td>
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University Advancement—Paula Lee

- Cluster brand development update
  - Thank you! UG and GR students, faculty, staff, alumni and donors participants
- New marketing, advertising, website and promotional launch in fall 2016
- Creative concept preview
Up here you can achieve anything.

Up here there are no limits.

Up here the possibilities are endless.
University Advancement—Paula Lee

- Alumni, donor and partner engagement in Clusters
- Events
  - August 14: Women’s Leadership Summit
  - September 23-25: Homecoming and Family Weekend
Enrollment Management - Jason Moran

Introduction & Update
Enrollment Update - Current

Freshman Year Enrollment

Note - Not detailed in the data, 220 transfer students have committed to enroll for Fall 2016!

*PSU has as two year net gain in (total) deposits!
Enrollment Update—Going Forward

- What lessons are we learning from 2015-2016 and how are the lessons identified informing future decisions?

- Prospective Student Search Strategy is working to cultivate applications!
  - Continued partnership work with Ruffalo Noel Levitz

- The 2015-2016 recruitment cycle experienced a dip in yield (admit to deposit)!
  - Discussions to develop a multi-layered yield campaign is currently underway -
    - Post-Admit multi-channel Communication Strategies (Print, E-communications, and Social Media).
  - Involving Alumni to assist with recruitment & yield efforts-
    - Could they serve as student or parent resources?
    - Hosting Student Send-Off receptions?
  - A student & parent tailored campus visit weekday program for admitted students (January to May)?
    - Continue to develop Melt Reduction Strategies?

- Enrollment Management = (Recruitment & Retention)!
  - Collaboration is already underway between Jason Moran & Mark Fischler
Financial Update
URSA Outcomes from Phase I: Non-Credit Generating Program Update

1. Create a one-stop center for graduate and undergraduate students—Gail
2. Redesign Student Success Center to be a second one-stop center for all things focused on supporting student success—Mark
3. Merge Undergraduate and Graduate Recruitment offices—Jason
4. Create Financial Business Service Centers—Laurie
5. Centralize all technology services—Rich
URSA Outcomes from Phase I: Credit Generating Program Update

- 20 UG programs have been deleted
- 2 UG programs have been inactivated
- 11 graduate programs have been deleted
- 3 graduate programs inactivated
- This represents a current credit-bearing program reduction of 23.4%
Academic Affairs Reorganization
We are working to improve our operations to better serve you.

We appreciate your patience and feedback as we make our improvements.

Email: psu-improvements@plymouth.edu
Cultural Next Steps—Mark

- I hope that by the time they graduate, every student is ready to_________.
- I hope that by graduation, every student is ready to_______________________.
- I hope that every student, as the result of his or her investment in a PSU education, will be ___________________________________________________.
- I hope that when the student thinks back to his or her time as a PSU student, that student will say, “________________________________________.”
- When our students interact with us, I hope they see that we are _______________________________________________________________.
Questions and Answers