

STRATEGIC PLAN OVERVIEW & UPDATE

There's an air of excitement surrounding Gwynedd Mercy University's future. With exciting projects and opportunities just over the horizon, such as the purchase of the new East Campus, the need for a plan to keep the University's goals and growth in line with our mission and values is essential.

That's where the Strategic Plan comes in.

Since 2018, President Deanne H. D'Emilio, JD, the Steering Committee, and University faculty and staff have been hard at work brainstorming, planning, and executing Gwynedd Mercy University's Strategic Plan. The Strategic Plan serves as a roadmap for the University for the next five years, detailing how the institution will change and adapt to the constantly shifting higher education landscape.

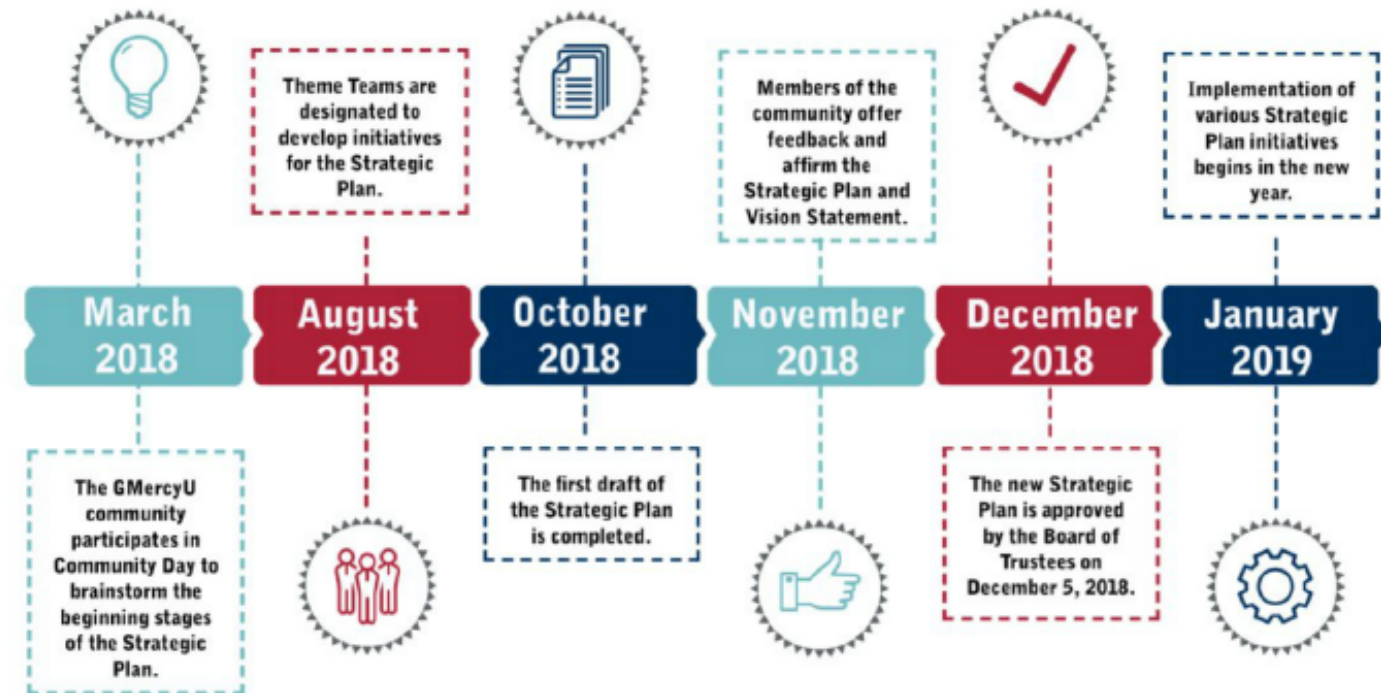
It all began in March 2018 with Community Day, an afternoon

where the campus community was invited to submit their thoughts and ideas of where they see the University in five years. The activity was led by CREDO, an organization that specializes in strategic planning for higher education institutions and will be our partner through the Strategic Planning process and implementation. Using the feedback, ideas, and views gathered from the University community, CREDO helped us develop a Strategy Map which is a visual representation of our institution's strategy to achieve our goals:



The map details the four themes that are at the core of the Strategic Plan: Distinctive Teaching and Learning; Transformative Student Experience; Empowered Community; and Compelling Brand. Each pillar houses various objectives and initiatives specific to that theme:

Distinctive Teaching and Learning: This theme is focused on developing cutting-edge new programs as well as existing GMercyU programs. This includes focusing on innovative spaces and technology for our students to utilize.



Transformative Student Experience: This theme is focused on our students' experiences at GMercyU and how we can fulfill their needs and exceed their expectations. This includes developing partnerships for experiential learning opportunities, such as internships, clinicals, study abroad, student teaching, undergraduate research, and more.

Empowered Community: In order to support our students, we need to have a strong and empowered community. This theme includes initiatives focused on improving technology and systems so faculty and staff can work more efficiently and proactively. This theme also focuses on our Campus Master Plan, which includes plans to develop and utilize the new East Campus.

Compelling Brand: Centered around creating WOW experiences for our community and crafting irresistible stories, this theme includes initiatives involving alumni, new traditions and experiences, and more support for student success.

Through the Strategic Plan, the University also has developed a Vision Statement to help guide the University as we embark on this ambitious plan. The Vision Statement, along with the overall plan and implementation, is meant to inspire everyone



in the GMercyU community to work together to accomplish the overall goals of the Strategic Plan.

In August 2018, volunteers from across campus began working on Theme Teams, which were created to start developing individual initiatives within each of the four themes. All four Theme Teams consisted of approximately 60 members of the University community who gathered during the months of August and September for a total of four two-hour meetings. Based on the work of the Theme Teams, the Strategic Plan draft was completed in October 2018.

Once the draft of the plan was in place, President D'Emilio hosted a Community Affirmation of the Strategic Plan in November where faculty and staff could offer their feedback before it was submitted to the Board of Trustees for approval. On December 5, 2018, the Strategic Plan was enthusiastically approved by our Board of Trustees and we excitedly prepared for its implementation in January 2019.

For GMercyU, 2019 has been a year of progress and forward momentum. New Implementation Teams have been assigned to tackle many of the initiatives in the Strategic Plan. For example, one of the initiatives, "More Engaging Website" was tasked with redesigning the GMercyU homepage to be more user-friendly and responsive. In September 2019, the new homepage went live at gmercyu.edu and features new video content, updates on news and events, and offers a whole new experience for users. If you haven't had the chance to check it out, be sure to go take a look! In addition to the new website, there are so many more exciting and innovative updates on the way thanks to the work of other Implementation Teams.

As the implementation of the Strategic Plan continues throughout 2020 and beyond, we remain enthusiastic and optimistic about the future of Gwynedd Mercy University and are excited to continue sharing additional updates as they happen.