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Strategic PLAN 2007



Where The Classroom Is The Real World

Adopted by Board of Trustees on 11/07/07

MISSION STATEMENT

Lasell College integrates challenging coursework with practical experience in an environment that fosters lifelong intellectual exploration, active citizenship and social responsibility.

We are pleased to report that after seven town meetings and an intensive weekend-long meeting, the Lasell College Community has produced a high-level strategic plan that will provide the basis for a shared understanding of how our institution will progress in the coming years. We want to thank the scores of people who participated in the process to produce this positive outcome. This report describes the consensus we reached as a result of that process. (Please note that this process and report cover the College only and do not include the Village. Lasell Village will be engaging in a similar process culminating in their own strategic plan.)

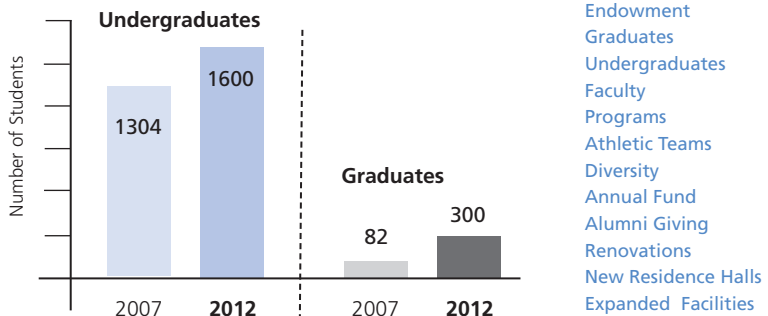


Michael B. Alexander
President

Where will the College be five years from now?

- Endowment of \$40 million
- Students - 1,600 undergraduates; 300 graduates
- 67% of courses taught by full-time faculty
- Clearly defined physical campus with entrances and beautification efforts
- Staff increased by 20%
- 4 service learning abroad programs
- 4 new Masters programs
- 3 new athletic teams
- Diversity: Faculty/Staff/Board - 10% minority each
- Diversity: Undergraduate Students - 18% minority; international students - 5%; men - 35%
- Annual Fund: \$1 million
- Alumni giving participation: 25%
- 1st year cohort retention: 75%
- IT, Library, Shuttle, Food Services until 2 am, five days a week
- Nurse coverage until 7:00 p.m. during the week and two hours on weekends
- Myrtle Ave. project completed (renovation of two buildings next to Yamawaki)
- 3 new residence halls
- New or expanded athletic facility

The items above taken together present a picture of what we expect to find different about Lasell College in the fall of 2012 from what exists today. The numbers in the above items are meant to be minimums, not maximums. In other words, we expect to have an endowment of at least \$40 million by 2012 — it may well be more.




We reviewed the College's statement of values. After brainstorming and discussing an extensive list, we prioritized those values that have the most meaning and utility for Lasell. As a result, we decided to keep the three values that the College has long espoused — Student Focus, Innovative Education and Social Responsibility — and to add a fourth, which we felt was equally important and powerful — Integrity, Honesty and Ethical Decision Making. We augmented Innovative Education with the words “across the lifespan” in order to recognize that we deliver education to people from the ages of six months to 96 years (from the Barn to the Village).

There was also extensive discussion around Student Focus with the understanding that as we make decisions we should always be asking ourselves the question: What best contributes to the learning and development of students? And we acknowledged that this attitude of putting the intellectual and personal development of students first should infuse the work of every department and service at the College as well as the academic program.

The values we hold that guide our daily decision making:

- Student focus
- Innovative education across the lifespan
- Social responsibility
- Integrity, honesty and ethical decision making



“As we make decisions, we should always be asking ourselves the question: What best contributes to the learning and development of students?”

What Distinctive Spot Can We Own in the Market?

“Where the Classroom is the Real World”

Our Positioning Statement is meant to express a concept that can become the basis for developing a strong and distinctive identity for Lasell College. We feel strongly that our identity should be built on the back of our distinctive and persuasive educational philosophy, which we call “Connected Learning.”

The final suggestions for the College’s Positioning Statement all express similar ideas relating to connecting the academic experience to the real world — not just jobs and internships, but also the concept of students and faculty engaging together in the work of the subject matter. Our students expect their college experience to prepare them for the real world of life after college; at the same time they recognize that college is not the real world.

At Lasell, we give our students the opportunity to practice and prepare for the real world through a project-based and problem-based approach to teaching, through exposure to diverse cultures and peoples, through the development of critical skills such as writing and speaking in front of groups and through confrontation with ethical and moral questions. The Positioning Statement attempts to capture or evoke these ideas in a few short words and, by the specific way it is written, to imply its extension — “And the real world is the classroom.”



12-18 MONTH OBJECTIVES

Those objectives that when achieved can make the biggest difference to the success of our vision:

- Dorm Project — in construction by June 30, 2008; completed by August, 2009
- Institutional Advancement Plan ready by March 15, 2008
- Complete a plan by November 15, 2007 to extend service hours (food, IT, shuttle, library)
- Hire 10 additional full-time faculty, while increasing diversity, by Fall 2008
- Define the campus — replace all signs by June 30, 2009

We brainstormed a list of short-term objectives that when achieved over the next 12 to 18 months would advance us towards Vision 2012. We then prioritized those objectives to the top five listed above and pledged to work together to make sure that these five objectives are all achieved in the time frames indicated.



Community Representatives Who Attended the First Annual Lasell College Strategic Planning Meeting

Held the weekend of October 12 – 14, 2007, Lasell Village Ballroom.

Michael Alexander, President

Chad Argotsinger, Director of Student Activities

Barbara Asinger, Director of the Center for Spiritual Life

Diane Austin, Dean of Student Affairs

Lynn Blake, Associate Professor, Fashion

David Carlson, Associate Professor, Criminal Justice and Faculty Chair

Candace Carmiciano, Vice President, Student Government Association

Urit Chaimovitz '98, President, Lasell Alumni, Inc.

Richard Dodds, Assistant Professor, Information Technology

Adrienne Franciosi, Director of Graduate Admission

Deborah Gelch, Chief Information Officer

Karen Gill, Director of Alumni Relations

Nancy Curtis Grellier '49, Trustee

Helena Hartnett, Overseer

Cristina Haverty, Assistant Professor, Athletic Training

Roberta Henry, Director of Human Resources

Tom Koerber, Director of Plant Operations and Public Safety

Michele Kosboth, Director of Student Financial Planning

Chris Lynett, Director of Web and Electronic Communications

Michael Maggiacomo, Trustee

Peggy McCarthy, Graduate Student

Maura Merullo, VP for Student Academic Affairs, Student Government Association

Kate O'Connor, Vice President for Enrollment Management

Jim Ostrow, Vice President for Academic Affairs

Paula Panchuck, Executive Director and Dean of Lasell Village

Kristin Polletta, Director, Student Accounts

Ruth Saldinger, Chair, Village Advisory Council

Helen Santos, Dean of Advising and First Year Programs

Mark Sciegaj, Dean of Graduate and Professional Studies

Ruth Shuman, Dean for Institutional Advancement

Sidney Trantham, Associate Professor, Psychology

Eric Turner, Trustee

Jim Tweed, Director of Undergraduate Admission

Nancy Waldron, Assistant Professor, Marketing

Michelle Walmsley, Director of Annual Giving

Fran Weil, Director of Communications

Sandra Weston, Executive Assistant to the President

Lynn Blodgett Williamson '46, Trustee Emerita

Elizabeth Shurtleff Winter '70, Vice President for Business and Finance

Judith Wittenberg, Trustee

Catherine Zeek, Associate Professor, Education





L A S E L L
C O L L E G E

Lasell College —
Where
The Classroom
Is The
Real World

Lasell College

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