

LASELL COLLEGE

Vision

2017

■ Strategic
Plan

Vision 2017



After six town meetings, two extensive discussions at Board of Trustees' meetings and an intensive weekend-long retreat in October 2011, 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 move forward in the coming years. We want to thank the scores of people who participated in the process to produce this roadmap for the future. This report describes the consensus we reached as a result of that process. (Please note that this report covers the College only and does not include Lasell Village. The Village has developed its own strategic plan.)

Sincerely,

A handwritten signature in black ink that reads "Michael B. Alexander". The signature is written in a cursive style with a long horizontal flourish extending to the right.

Michael B. Alexander
President

Our Mission:

Lasell College **engages students**

Vision 2017

What We Want the College to Become

The items below collectively present a picture of what we expect to find different about Lasell College in the Fall of 2017 from what exists today. The numbers below are meant to be minimums, not maximums. For example, we expect to have an enrollment of at least 500 graduate students by 2017; it may well be more.

Academic

- Institute on-line undergraduate and degree completion program
- Offer eight total master's degree programs
- Ensure competitive compensation for adjunct faculty (at mid-point of peer group)
- Identify two additional signature/niche programs
- Establish summer term for undergraduates (may be online)
- Require faculty to use Moodle online course management system in 100% of classes
- Increase undergraduate courses taught by full-time faculty to 67%
- Implement distinctive general education program
- Determine credit structure best suited to Connected Learning

Institutional

- Initiate capital campaign sufficient to support College goals
- Reduce electricity, gas and water consumption by 10%
- Maintain consistent first-year retention rate > 75%

Students

- Provide professional advisors for all first-year students
- Make available 24/7/365 on-line support for students
- Enroll 500 graduate students (headcount per semester)
- Enroll 1,800 undergraduate students (with at least 100 online)

Facilities

- Build new athletic center
- Renovate Wass Hall
- Renovate Valentine Dining Hall
- Renovate Woodland bathrooms
- Install SMART technology in all classrooms

Positioning Statement

Positioning is the expression of a concept that can serve as the basis for developing a strong and distinctive identity for Lasell College. We continue to feel that our identity should be built upon the strength of our distinctive educational philosophy, which we call "Connected Learning."

We have expressed this concept in various ways, including the phrases on this page.

What Distinctive Spot Can We Own in the Market?

Where the Classroom is the Real World

Experience Every Day

Connected Learning



Lasell also expresses its position in sentences such as:

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.

through collaborative learning



Values

The values we hold that guide our daily decision making:

- Student Focus
- Innovative Education Across the Lifespan
- Integrity, Honesty and Ethical Decision Making
- Social Responsibility, Mutual Respect and Kindness

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



that fosters lifelong

Short-term Objectives (next 12 months)

We agreed upon a list of short-term objectives that, when achieved over the next 12 months, would advance us towards Vision 2017.

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

- 1 Add at least one professional advisor for all first-year students.
- 2 Conduct market research and identify possible new signature programs.
- 3 Use Moodle in 100% of classes (for attendance, assignments, grades).
- 4 Hire eight new full-time faculty.



intellectual exploration

University Status

In accordance with the Board of Trustees' request that we continue to discuss the issue of university status, the President asked participants to read a memo that presented the advantages and disadvantages of changing the name of the institution to Lasell University. He took a pre-discussion straw vote in which just over one-fourth of participants indicated they are in favor of making the change. He then asked the question: What would we need to do to feel good about changing to university status?

The group generated a list of actions or changes. After discussion, the President asked for a second straw vote. Assuming 50% of the items occurred, two-thirds of the participants indicated they would be in favor of the change.

What would we need to do to feel good about changing to university status?
 What would we need to do differently?
 Below are some of the items that rose to the top of the list.



What Matters?

...size, graduate programming, academic reputation,

on-line education, community support, doctoral

program, technology, marketing...

and **social responsibility.**

Community representatives who attended the Strategic Planning Retreat September 30 - October 2, 2011 at Lasell Village

Michael B. Alexander, President

Diane Austin, VP/Student Affairs

Lynn Blake, Chair/Fashion Dept; Assoc Professor/Fashion

Richard Blankstein, Board of Trustees

Steve Bloom, Assoc VP/Academic Affairs; Professor/English

Kathryn Bryne, Director/Human Resources

Ed Christiansen, Board of Overseers/Neighbor/
Community Representative

Joan Dolamore, Dean/Graduate & Professional Studies

Pamela Faria, Executive Assistant to the President

Adrienne Franciosi, Director/Graduate Admission

Michelle Gaseau, Director/Communications

Deborah Gelch, Chief Information Officer

Sarahbeth Golden, Asst Professor/Psychology

Jennifer Granger, Director/Student Activities & Orientation

Susan Hass, Board of Trustees (Treasurer)

Michael Hoyle, VP/Business & Finance

Dana Janbek, Asst Professor/Public Relations

Tulin Johansson, Chair/Accounting & Finance
Dept/Asst Professor/Economics

Carolyn Kenniston '12, Undergraduate Student
Representative/SGA President

Tom Koerber, Director/Plant Operations & Public Safety

Mark LaFrance, Director/Development

Scott Lamphere, Director/Residential Life

Melanie Larson, Director/Institutional Research

Chris Lynett '09 MSM, Director/Web & Electronic Communication

Mark Mendell, Board of Trustees

Kevin Moloney '14, Undergraduate Student
Representative/SGA VP Academic Affairs

Marilyn Negip, Director/Brennan Library

Kate O'Connor, VP/Enrollment Management

Jim Ostrow, VP/Academic Affairs

Jennifer Ostrowski, Faculty Chair; Asst Professor/Athletic Training

Paula Panchuck, VP/Lasell Village

Diane Parker, Asst VP/Finance

Lisa Pedulla, Leadership Annual Giving Officer/Institutional Advancement

Dianne Polizzi, Registrar

Monicellia Pruitt '12 MSM, Graduate Student Representative

Katie Ryan '67, Lasell Alumni, Inc; Admin Asst/Academic Affairs

Stephen Sarikas, Professor/Biology

Ruth Shuman, VP/Institutional Advancement

Marge Silver, Lasell Village Representative

Tom Sullivan, Director/Center for Spiritual Life

Jim Tweed, Dean/Undergraduate Admission

Kristy Walter, Director/Athletics

Cathy Zeek, Chair/Education Dept; Assoc Professor/Education