



## **College of Liberal Arts and Education Strategic Plan-at-a-Glance**

Winter, 2009

### **Mission**

The College of Liberal Arts and Education prepares students to participate in a diverse and changing world in the Jesuit and Mercy traditions as “men and women for others.” The College provides a student-centered education in an urban context which stimulates a desire for the life-long exploration of the intellectual, spiritual and ethical dimensions of what it means to be human.

### **Vision**

The College of Liberal Arts and Education will be seen as a national urban model of opportunity and high achievement. We seek to provide a transformative education that will inspire students to demonstrate a commitment to social justice and service to others.

### **Goals**

1. The College will design and implement a comprehensive recruitment plan to increase enrollment.
2. The College will initiate an extensive retention program that increases student satisfaction with and loyalty to UDM.
3. The College will increase dynamic partnerships with regional constituents.
4. The College will develop and institute a funding plan for ongoing initiatives in support of research, technology, and student learning.

**Goal 1: The College will design and implement a comprehensive recruitment plan to increase enrollment.**

- Strategy 1:** Create innovative and cohesive undergraduate programs that promote a broad range of strategic success.
- Strategy 2:** Create innovative and cohesive graduate programs that promote a broad range of strategic success.
- Strategy 3:** The College will explore new markets for student recruitment to increase undergraduate and graduate enrollment.

**Goal 2: The College will initiate an extensive retention program that increases student satisfaction with and loyalty to UDM.**

- Strategy 1:** Identify, encourage, and reward innovative teaching strategies that enhance retention and student satisfaction.
- Strategy 2:** Provide more individualized assistance to CLAE students, especially at the commencement of their college experience at UDM.
- Strategy 3:** To increase student involvement/participation in CLAE student organizations and/or activities.

**Goal 3: The College will increase dynamic partnerships with regional constituents.**

- Strategy 1:** Survey and document all current relationships and partnerships in existence in the College.
- Strategy 2:** Develop a partnership plan for the Region.
- Strategy 3:** Develop a partnership plan with the City of Detroit and community agencies.
- Strategy 4:** Develop a partnership plan with the Archdiocese of Detroit.
- Strategy 5:** Develop communication strategy for celebrating current and future partnerships.

**Goal 4: The College will develop and institute a funding plan for ongoing initiatives in support of research, technology, and student learning.**

- Strategy 1:** Increase funding from grants.
- Strategy 2:** Increase entrepreneurial activities to generate income.
- Strategy 3:** Increase alumni/ae giving.