

2023-2024 Community by Design Strategic Memo

October 3, 2023

Campus Community,

After a year-long, campus-wide process resulted last May in completion of the [Community by Design 2.0](#) plan, campus leadership and the Board of Trustees drafted a multi-year timeline for implementing initiatives within the plan. Given enrollment challenges coming out of the pandemic, the campus must focus over the next few years on enrollment growth through increased retention and new students. While doing so, however, the college will pursue the following *Community by Design 2.0* priorities over the next five years:

Ongoing Quick Wins

- Continue developing key retention initiatives such as the [Student Debt Project](#), [Enterprising MC Student](#), and [Team You](#), engaging more at-risk students, who are underrepresented in these programs.
- Integrate into the student experience the new advising model ensuring comprehensive advising for first- and second-year students through a professional advising team while faculty move from a transactional relationship with first- and second-year students to a deeper relationship around areas of study.
- Build the health science pillar program and leverage automotive restoration success into new enrollment opportunities, including the potential for an engineering program.
- Lean into health, wellness and safety through student-led Health Science Scholar programming, continued success as a “Great College to Work For,” the President’s DEI Council, campus safety audit and exploration of campus-wide wellness programming that surfaced in strategic planning discussions.
- Complete [major capital projects](#), including the Holman Fieldhouse project to expand weight, training, locker room and office spaces by February 2024; Boiler House bar and grill by April 2024; Campus Commons by fall 2025.
- Identify site locations to build apartments for third- and fourth-year students.
- Socialize the *Community by Design 2.0* plan with local and state constituents to identify connections that will enhance the plan.

1-5 Years

- Expand campus integration of the Team You model for student success
- Explore National Center for Student Debt Reduction
- Enhance general education pedagogy
- Modernize campus life programming that will engage students
- Expand academic programming in automotive restoration, engineering, and health science
- Assess and execute MC athletic department strategic plan

scholarship · participation · service

- Create new student housing options, including affinity homes and apartments
- Plan reuse of space in Melhorn, Mohler, Miller and Hoffman after Campus Commons opens
- Acquire key properties adjacent to campus
- Process the East McPherson master planning framework with the campus community, including students
- Consider office of wellness and safety for students, including mental health counseling and campus security officer
- Introduce campus-wide wellness wheel model with scorecard as well as cross-departmental pilot programs to ensure employee health
- Partner with the Kansas Leadership Center and local corporations to launch a greater McPherson community equity and inclusion campaign
- Launch a \$100M comprehensive fundraising campaign to support strategic initiatives that will enhance the student experience and improve our day-to-day operation
- Continue to build endowment commitments and convert pledges into irrevocable gifts

This has been a historic year as McPherson College surpassed the goal set in our strategic plan to ["build a \\$1B endowment."](#) This accomplishment secures our future. Over the past year our *Community by Design* focus led to some important accomplishments.

- 99% career placement for the class of 2022
- \$15,100 average federal loan debt per graduate for the class of 2022
- \$62M raised on a \$20M goal for the three-year *Building Community* fundraising campaign
- 1% increase in fall-to-fall student retention
- Remodeled residential hall rooms and common spaces
- Recognition as a "Great College to Work For" in *The Chronicle of Higher Education* where McPherson College was once again recognized on the GCTWF Honor Roll
- Completion of Center for Automotive Research study, which recommends an engineering program
- Over \$30M in equivalent advertising value from excellent press related to the \$1B endowment and [Path to Pebble Beach](#) media campaigns
- Progress on Team You with the addition of a new advising model including three new full-time advising positions

We are prepared to build a bridge to our future endowment. There will be challenges, but I am confident each of us will embrace the opportunity while working together to live out our mission.

Thanks to each of you for your hard work implementing *Community by Design 2.0*, which will transform the student experience at McPherson College.

Sincerely,



Michael Schneider
President