

## ***Community by Design 2.0* DRAFT Framework**

December 2021

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After two years of discussion, the MC Board of Trustees created some important priorities to frame the next plan. The discussions can be refined into five big ideas—Culture, Academic Program Growth, Student Debt Reduction, East McPherson and \$1B Endowment. The following is a draft framework which will be used to start a planning process with campus. In addition, the board requested the campus produce a 10-year plan that embraces the direction of *Community by Design*, while setting a new trajectory for MC.

1. Culture will drive our *Community by Design 2.0* plan. Culture will define the lens that defines our “why” and “how.” The following have been identified as core to our identity:

Our purpose for existing includes:

- Mission: Develop whole persons through scholarship, participation, and service
- Liberal Arts and the Ideal McPherson Graduate
- Church of the Brethren Heritage

We are committed daily to the following:

- Creating an inclusive community through diversity, equity, and inclusion
- Striving to be a “Great College to Work For”
- Empowering an entrepreneurial spirit that sets bold goals
- Redefining leadership across campus embracing adaptive leadership development that allows all employees and students the tools to solve big challenges
- Adopting a career-oriented approach to liberal arts
- Understanding that the world is changing, and we need to prepare students for a workforce that is global, environmentally aware and becoming more virtual
- Serving beyond volunteerism where service becomes a part of the learning process at MC
- Learning happens best when done in community

While culture provides a sense of institutional identity and rationale, “what” we do to serve our students and greater community will drive the work to live out our mission. The following are key priorities as we move into the 2021-2022 strategic planning process with the campus community.

2. Model Academic Program Growth After Successes like Automotive Restoration (Growth Mindset)
  - Health Science Example and Partners Across Campus
  - Leverage Athletic Enrollment Success with Faculty Efforts, PAC and Pillar Students
  - Engaging General Education
  - Career
  - Faculty define and model unique factors of program success like career discernment and engagement, integration of liberal arts, fundraising, advisory boards, HALO effect that leads with the best quality or outcome
  - Retention

- Awareness Campaign
3. Student Financial Freedom
    - Redefine MC Net Tuition Revenue Model through need based aid and debt reduction incentives
    - Student Debt Project—Financial Literacy, MC Incentives, Mentorship
    - Meet 100% of student aid need
    - Cut average debt per graduate by 50%
  4. East McPherson
    - Campus Common
    - Campus Master Plan—including reuse of space after Common completion
    - Updated Residential Plan including current residential improvements and Euclid Corridor expansion
    - Retail and Commercial Pilot Projects
  5. \$1B Endowment
    - Integrate into comprehensive campaigns and annual fundraising
    - Promote non-binding commitment donors and amounts
    - Secure public commitments from Ultra High Net Worth Individuals

**Process:**

The process will use a planning by community approach like the 2016 process, which will include:

- Multiple sessions (in person and online; small and big groups; operating units and cross campus groups) throughout the year hosted by the president’s office where strategic plan drafts are shared starting with the initial framework
- Feedback and discussions will be documented and shared regularly
- Campus community can also share feedback through virtual discussion and digitally via email
- Progress will be documented on a website landing page
- Conversations will also occur at key points with alumni, students and the great McPherson County community including alumni board, donors, student leaders, McPherson city/county officials, McPherson Chamber of Commerce, McPherson Mainstreet and McPherson Industrial Development Corporation

**Milestones:**

**December 2021**—Design a community planning process to assess *Community by Design* progress and share initial framework for first round of feedback

**January 2022**—Updated framework with initial rounds of campus feedback complete

**March 2022**—10-Year strategic plan drafted

**May 2022**—Final Plan shared with faculty and staff