MCLA Strategic Planning: Accomplishments 2004-2010

Goal: Foster Academic Excellence

Outcomes

• Murdock Hall renovation – 2007 Architectural Portfolio Award
• Center for Science and Innovation
  o Increased STEM programs
  o Berkshire Environmental Resource Center
  o Chemistry major (in process)
• New majors
  o Arts Management
  o Art
  o Political Science and Public Policy
  o Athletic Training
• New Minor Programs
  o Behavior Analysis
  o Child and Family Studies
  o Marketing
  o Public and Local History
  o Sport Coaching
  o Cross Cultural Studies and Social Justice
• Professional MBA Program
• Certificate of Advanced Graduate Study (CAGS)
• High Impact experiences
  o Internships
  o Undergraduate research
  o Student leadership opportunities
  o Expanded service learning courses and community engagement
  o Study away
  o Funding for FPA experiences
    ▪ APAP Conference
    ▪ Edinburgh Fringe Festival
    ▪ Metropolitan Opera
• First Year Experience with curriculum based common experiences
• Endowed chair in Education
• Department program reviews cycle fully engaged
• E-Portfolio
• Fast Track
• Lectures and public events
  o Hardman
  o Public Policy
  o Vadnais
  o Green Living Seminars
  o Four College Issues Forum
  o Women’s Forum
  o Bequest to establish lecture series on mental health issues
MCLA Strategic Planning: Accomplishments 2004-2010

Goal: Increase Enrollment

Outcomes

- 2,010 students by 2010
- Enrollment growth in STEM majors
- Alumni Ambassador Program
- Family Ambassador Program
- Ten new endowed scholarships
- Over $2 million raised to support financial aid
- Multicultural Recruitment
  - Overnight Programs
  - Select Saturday Visits
  - Charter School Overnight/Counselors
  - M.A.S.S. – Student volunteers to support MCO
- Expanded Electronic Outreach
  - Web; weekly web stories on front page; admissions site
  - Email: electronic outreach to inquiries, applicants, guidance
  - Facebook/Twitter
- Recruitment
  - Creation of new messaging; tagline; consistent language/proscriptive vs. descriptive
  - Communications emphasize MCLA value proposition
  - Consistent publication design including admissions and financial aid
  - Banner Implementation; ability to manage data to influence admissions strategies
  - Enhanced alignment of financial aid processes and admissions
  - Redesign of scholarship parameters for admissions based scholarships
  - Adams Scholarship Reception
  - Transfer Student Day (enhancements to past programs)
  - Shared Electronic TCA to advance advising
  - Online registration for events
- Retention
  - Scholarship brochure
  - Weekly information on financial aid deadlines, scholarships, etc., in Beacon
  - Financial literacy program
  - Banner Self-Service implemented for Financial Aid
  - FAFSA workshops on campus and in community
  - FAFSA follow-up to students listing MCLA, but not yet applied
  - Veterans’ Tracking and Verification process
  - Veterans’ services coordination and webpage
  - CAPS development; electronic tracking of degree requirements
  - Parents introduced to high impact experiences and AOD interventions at Orientation
  - Peer Advisors assigned by major to every new students
  - Study halls for some clubs and team sports
MCLA Strategic Planning: Accomplishments 2004-2010

- Campus-wide focus on high impact practices
- Promote value of the Liberal Arts internally and with parents
- Tell and retell the story of successful learners

Goal: Strengthen Student Life Programs

Outcomes

- Closer alignment between Academic Affairs and Student Affairs
  - First Year Experience
  - Retention Task Force
  - Center for Student Success – planning SP 2010 launch FA 2010
  - Expanded Service Learning Programs
  - Established Steve Green Civic Engagement Award
- Increased diversity participation in student leadership positions and events
  - Orientation Leaders
  - Peer Advisors
  - Resident Assistants
  - Helping Hands
  - Leadership banquet
  - Annual Leadership Conference
  - SGA summit and service programs
  - Multicultural awareness programs
- Carnegie Classification opportunity was examined
- Received President’s Honor Roll recognition from Corporation for National and Community Service
- Inter Greek Council
  - System review
- Internships
  - Exploration and learning about Student Affairs related careers
  - Increase internship opportunities linked to academic programs
- Online communication, management of volunteer opportunities
- Student participation at Alumni Board meetings
- Student volunteers at major events (Hardman, Public Policy, MCLA Foundation Annual meeting, 115th Anniversary, Taconic)
- Student phonathon ambassadors branded as signature program with name and identity clothing
- Alumni career networking workshop established
- Bench program implemented: 8 funded to date
- Senior giving program instituted
- Bookstore
  - Increased adoption rates
  - Increased used book sales
- Athletics
  - Program review
    - Revise mission, develop policy reference manual
MCLA Strategic Planning: Accomplishments 2004-2010

- Establish advisory committees for Fitness Center and Athletic Training
- Reorganize staff team/duties
  - Facility improvements
    - Turf field
    - Tennis courts
    - Gym floor
    - Coaches’ offices
    - Baseball, softball field drainage
    - Fitness Center
    - Paint Zavattaro Complex with insignia colors
  - Web site – Presto sports
  - Revise recruit introduction letters and other communications
  - NCAA
    - online eligibility management
    - sports sponsorship waiver and program review
  - Establish President’s Athletic Advisory Council (PAAC)
  - Athletics fundraising and facility rentals
  - Increase rosters and team competitiveness
  - Invest in SAAC, strengthen student academic achievement and service activity

- Public Safety
  - Emergency text message system
  - Emergency incident Web pages
  - “Best Practices for Violence Prevention” self study
  - Pilot key control system
  - Incident Command training
  - Campus safety walk program
  - Install five outdoor emergency phones
  - Improve campus lighting
  - Increase duty officer corps to 8
  - Add a dispatcher for second shift
  - Re-activate third shift supervisor position
  - Install recording devices for investigations
  - Establish viewable binders for Department inspections
  - Establish periodic meetings with NAFD and NAPD
  - Establish task list for IACLEA Certification
  - Install intercom system for all classrooms

- Student Life programs
  - Café in Bowman Hall
  - Peer Advisor program
  - Parent Council
  - SAAC
  - NCAA CHOICES
  - LEAD program and create train the trainer model
  - Campus Conversations of Race
  - Alternative Spring Break: cross cultural sharing experiences
  - Write Stuff program
MCLA Strategic Planning: Accomplishments 2004-2010

- Pathways
  - Peer lead safe practices program (SAVE)
  - Advance Scholarships for Service Program – part time AmeriCorps opportunities
  - Work with North Adams to advance CC service events
  - E-portfolio co-curricular learning outcomes established
    - Leadership, wellness, diversity, service

- Residence Life programs
  - Enhance Residence Area Advisory Boards
    - Establish The Abby’s Recognition Program
    - Establish Fall Retreat for Advisory Board Officers
    - Increase Involvement in NEACURH (Northeast Association of College and University Residence Halls)
    - Establish MCLA Chapter of the NRHH (National Residence Hall Honorary) – Rho Pi Sigma
  - Community development incubators
  - Cultivate involvement of faculty and staff in residential programs
  - Connect residence areas with athletic teams through the team adoption program.
  - Establish 24-hour security desks in Berkshire Towers and Hoosac Hall
    - Develop a multiple day training program for Residence Area Security Monitors (RASMs)
  - Work with the MSCBA (Massachusetts State College Building Authority) to improve the quality of life in the residence areas through capital improvement and renovation projects
    - Berkshire Towers:
      - New Addition (entry way & common area space)
      - Renovation of Floor Suites and Hallways
    - Hoosac Hall:
      - New Bedroom Furniture
      - New Electrical & Fire Alarm Systems
    - Flagg Townhouses:
      - New Fire Alarm System & Stairwell Lights (Phase I)

- Wellness Programs
  - Risk Assessment Team
  - Provide mental health information
  - Establish counselor liaison to residential communities
  - Add Web information/assessment about depression, suicide and eating disorders
  - Health clinics for international travel information
  - Hand washing campaign
  - Parents and family outreach at Orientation to assure continuity of care for new students

- ALANA & Multicultural Resources Center
  - Annually bring students to ALANA Leadership Conferences
  - Established Campus Conversation of Race (CCOR)
  - Diversity student leadership and training workshops
  - Established ALANA Club Council
  - Supported the emergence of NEXXUS (MCLA Step Team) and BSU
MCLA Strategic Planning: Accomplishments 2004-2010

- Support Multicultural Recruitment and Overnight Programs
- Elementary and Middle school Youth STEPPERS Program
- Collaborations with Williams College Multicultural Center
- Enhanced website to include College and outside scholarship information

Goal: Strengthen the College’s Financial Position

Outcomes

- Received grants specific to program expansion
  - Title III
  - Davis Foundation – Assessment
  - National Endowment for the Humanities
  - Massachusetts Cultural Council – Berkshire Cultural Resource Center
  - Department of Industrial Accidents – Safety training
  - Governor Highway Safety Bureau Grant
  - Learn and Serve Grant
  - NCAA CHOICES Grant
- Conference rental brochure in development to increase revenue and profile of the College
- Established Alumni Kitchen Cabinet fundraising group
- Branded Phonathon volunteer program
- Finance projects
  - School Dude work order system
  - Banner student billing system
  - Improved financial ratios
  - Business continuity plans established
  - New inventory system
  - Increased stabilization fund
  - Managed investment funds
  - Beverage vendor selected
  - Recast T10 Continuing Ed trust
  - PCI compliance
- Emergency planning and response
  - Emergency response plan developed
  - Staff safety training programs implemented
  - Emergency response team created
  - Pandemic plan developed
  - Enhanced 911 system
  - BeSafe building system implemented
- HR
  - Conversion to HR/CMS
  - Electronic pay advice available
  - AFSCME and APA professional development programs
  - Leadership mentoring program
  - HR office organization review
  - EPA training program
- Facility projects
 Completed Facilities Master Plan
Murdock Hall renovation
Mark Hopkins renovation for English
Smith House renovation
Psychology department renovation
Academic Affairs renovation
History House renovation
Library interior renovation
Venable Hall renovation – hallway lighting and ceiling tiles
Office relocations
   - A&F
   - Advancement
   - Advising Center
   - Career Services
   - STEM/BERC
Athletic Field turf project
Renovated art labs
Gallery 51 project
Bowman Hall elevator upgrade
Replaced Bowman Hall fume hoods
Roof replacements
   - Eldridge, Freel, Power Plant, Mark Hopkins, Brewer Perkins, Campus Center Gym, Smith House, 72 Porter Street, 132 Corinth Street (Shapiro House)
New lighting
   - Sullivan Lounge, Campus Center Gym, Venable Gym, Centennial Room, Bowman Lobby
System upgrades
   - Electrical control panel upgrades
   - New boiler controls, building controls
   - Backflow prevention devices installed
Additional parking, Ashland Street lot
Freel ceiling tile replacements
Green initiatives
Campus Green Team
   - Campus awareness
   - Campus gardens
   - Established and reduced carbon footprint
      - Six buildings have distal heating/cooling controls
Renewable energy source options identified
Energy consumption reduction through shutdowns/controls
Hybrid vehicle purchases
Camus Bus Stop shelter
Solar crosswalk signs
Migrate forms and policies (HR, campus directory, student handbook) to Web
Monitors in campus center, Registrar’s Office to reduce paper use
MCLA Strategic Planning: Accomplishments 2004-2010

- Student Life Green initiatives
  - Adjust shuttle schedule
  - Adjust campus center hours of operation
  - Connect with nbCC Take Charge project
  - Print cartridge recycling in campus center
  - Provide information about public transportation
  - Trayless dining
  - Compost biodegradable refuse
  - Green detergents

- Residence Life green initiatives
  - Establish RPS Student Recycling Committee
  - New recycling programs: light bulbs, print cartridges & batteries
  - Magazine & book exchange racks

---

**Strategy: Capitalize on the Berkshires**

**Outcomes**
- Center for Science and Innovation
- Berkshire Compact
- Berkshire Cultural Resource Center (BCRC)
  - MCLA Gallery 51
  - MCLA Presents!
  - Berkshire Hills Internship Program (B-HIP)
  - DownStreet Art
- Berkshire Environmental Resource Center (BERC)
- Berkshire STEM Pipeline
  - Berkshire Regional Science Resource Center
- Berkshire Wireless
  - Program completed with successful outcomes in technology integration in the target grades and schools in North Adams and Pittsfield.
- Arts Management, Art, Political Science and Public Policy, and Athletic Training Majors
- Monthly Berkshire Alumni gatherings
- Discover the Berkshires Program

---

**Strategy: Formalize collaborations that expand MCLA’s reach and resources**

**Outcomes**
- Berkshire Compact
  - Berkshire Youth Project, Town Meetings, Berkshire County Goes to College week, Dual Enrollment
- Fast Track
- Berkshire Cultural Resource Center (BCRC)
- STEM Pipeline
- Berkshire Environmental Resource Center (BERC)
- Readiness Center
MCLA Strategic Planning: Accomplishments 2004-2010

- SIFT collaboration
- UMass collaboration
  - 3+2
  - Ed.D. conversation
  - Stem cell center collaboration
  - BWLI laptop initiative completed

**Strategy: Increase the use of technology**

**Outcomes**

- Center for Science and Innovation
- Web upgraded
  - Athletics new site provider
  - Bookstore and Campus dining upgraded website
    - Bookstore web fulfills over 350 orders each semester
  - Service learning web site created
  - Alumni website improved
- E-Portfolio
  - Implemented Digication system for e-portfolio
  - Adopted following campus process Summer 2009
  - Implementation beginning with pilot Fall 2009
- Banner implementation
  - “Faculty Tools” was phased out September 1st and replaced with new functionality and reporting in Banner Self-Service.
    - Online registration and grading
- Center for Academic Technology
  - Professional development opportunities
  - ATAG
- Purchase and implementation of FirstClass
- Use of social networking to include alumni engagement
- Increased internet bandwidth
- Reduced number of physical servers
- Replaced older internet connections with high quality fiber optic links
- PCI compliance – new credit card software implemented
- School Dude work order system
- Building heating and cooling controls
- Great Plains accounting software upgrade
- Redundancy (emergency) site established
MCLA Strategic Planning: Accomplishments 2004-2010

Strategy: Improve program mix

Outcomes
- Arts Management
- Art
- Political Science and Public Policy
  - Public Policy Institute in planning stage SP 2010
  - Public Policy Lecture Series
- Athletic Training
- PMBA
- CAGS program
- Minors
  - Behavior Analysis
  - Child and Family Studies
  - Marketing
  - Public and Local History
  - Sport Coaching
  - Cross Cultural Studies and Social Justice
- Chemistry major (in process)
- Fast Track
- First Year Experience program
- 3+2 engineering program with University of Massachusetts

Strategy: Raise the public profile of the College

Outcomes
- Berkshire Compact
- County wide teacher professional development programs
- Center for Science and Innovation
- Service learning programs/community service days
- Lectures open and promoted to the public
- Increase in press release promotion
- Web page stories, new stories each week on front page
- Opt Ed pieces: Local papers
- TV, Radio appearances to promote Berkshire Compact and MCLA
- Promotion of student and faculty successes to media
- Service by MCLA community members on area boards of directors
- Marketing campaign execution; billboards, radio, print, electronic billboards (iBerkshires)
- International programs (University of Hebei partnership, Shanghai Institute of Foreign Trade)
  - College received its first students from Hebei Fall 2009
  - SIFT faculty have visited several times in the past years