

# MCLA Strategic Planning: Accomplishments 2004-2010

---

## Goal: Foster Academic Excellence

### Outcomes

- Murdock Hall renovation – 2007 Architectural Portfolio Award
- Center for Science and Innovation
  - Increased STEM programs
  - Berkshire Environmental Resource Center
  - Chemistry major (in process)
- New majors
  - Arts Management
  - Art
  - Political Science and Public Policy
  - Athletic Training
- New Minor Programs
  - Behavior Analysis
  - Child and Family Studies
  - Marketing
  - Public and Local History
  - Sport Coaching
  - Cross Cultural Studies and Social Justice
- Professional MBA Program
- Certificate of Advanced Graduate Study (CAGS)
- High Impact experiences
  - Internships
  - Undergraduate research
  - Student leadership opportunities
  - Expanded service learning courses and community engagement
  - Study away
  - 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
  - Hardman
  - Public Policy
  - Vадnais
  - Green Living Seminars
  - Four College Issues Forum
  - Women’s Forum
  - 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, 115<sup>th</sup> 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

## MCLA Strategic Planning: Accomplishments 2004-2010

- 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 1<sup>st</sup> 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