

ROANOKE COLLEGE

Annual Plan 2008-2009

Institutional Goals for 2008-2009

1. Conclude the Strategic Plan revision and begin monitoring progress on the attainment of goals.
2. Finish the campaign plan and show demonstrable progress on giving during the silent phase.
3. Complete the plan for replacing Bowman housing capacity and constructing the Recreation/Athletic Center.
4. Support the successful implementation of the new curriculum.
5. Develop and implement a plan to complete next the SACS reaccreditation process successfully.
6. Monitor the enrollment plan to ensure that we are on target to meet both new student and returning student goals, and create a retention plan with measurable benchmarks.
7. Identify a new Vice President and Dean of the College.

2008-2009 Annual Goals by Division

Academic Affairs

1. Prepare for implementation of the new general education curriculum and provide appropriate faculty development in connection with it.
2. Step up institutional effectiveness and assessment efforts in preparation for SACS visitation in 2011.
3. Name, announce, and celebrate new endowed chairs.
4. With the Business Affairs division, arrange for excellent new and renovated academic spaces.
5. Carry out a program review of International Education.
6. Improve collaboration with the Student Affairs division, especially in the areas of co-curricular programming, advising and mentoring, service activities, and leadership development.

Business Affairs

1. Complete Phase II of the First-Year Complex.
2. Renovate Lucas Hall.
3. Renovate 13 North College Avenue.
4. Renovate 223 Main Street.
5. Determine space and functional needs, costs, and site options for replacing Bowman Hall to allow for continued planning of a new recreation and athletics center.
6. Develop and begin implementation of a deferred maintenance program.
7. Draft the landscaping master plan.
8. Upgrade Business Office financial reporting.
9. Maintain a balanced budget for the year.

Enrollment Management

1. Plan and begin the implementation of Talisma.
2. Finalize fall 2009 enrollment goals, including targets for freshman and transfer enrollment and applications.
3. Begin a campus-wide retention effort.
4. Continue analysis of the financial aid strategy.
5. Review, coordinate, and personalize campus-wide communication flow with incoming students/families.
6. Design and implement early orientation/registration for new students for spring 2009.

Information Technology & Public Relations

1. Articulate the "Classic for Tomorrow" message.
2. Enhance the college's visibility and reputation through Public Relations activities.
3. Increase the effective utilization of instructional technology by faculty.
4. Enhance network and systems security and disaster recovery preparedness.
5. Enhance services supporting faculty, staff, and students.
6. Promote student mentoring opportunities in Information Technology and Public Relations.
7. Enhance internal communications and school spirit.

Resource Development

1. Plan and begin implementation of a comprehensive fund-raising campaign. Conduct a feasibility study with the college's family of major gift donors of alumni, parents, and friends.
2. Secure \$2.5 million in total Roanoke Fund gifts. Increase alumni and parent giving to 31%. Complete \$4 million in planned gifts.
3. Prepare and implement fund-raising strategy for the recreation and athletic center.
4. Further enhance major gift and planned gift focus in fund raising by qualifying and identifying potential donors.
5. Complete \$2 million for the Thrivent Initiative.
6. Integrate the Major Prospects & Planned Giving Module for Colleague Advancement. Conduct beta testing of the Wealth Engine for screening.
7. Celebrate alumni, parents, and donors through events, involvement, recognition, and stewardship.
8. Increase promotion of development success stories.
9. Implement the ImageWorks process for alumni, endowment, and church records.
10. Launch the alumni directory project.

Student Affairs

1. Facilitate the successful transition of new students into First-Year Complex during Phase II of construction.
2. Enhance assessment activities and prepare for SACS reaccreditation review.
3. Implement the new Student Development/Co-curricular Learning Program ("Maroon Passport").
4. Support retention efforts by engaging students in selected areas of student development (leadership, service, cross-cultural learning, creativity, and research and career development) and by building community through collaborative programming.
5. Implement the Critical Incident Task Force recommendations in conjunction with other divisions.
6. Successfully implement the new intramural-recreation program.
7. Continue partnering with other divisions, especially Academic Affairs, on initiatives such as the Maroon Passport and leadership development.