What does it mean to be and to be recognized as the best Jesuit Masters level university in the East?

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What does it mean to be and to be recognized as the best Jesuit Masters level university in the East?

- We must **become more attractive** to outstanding students both from our traditional geographic pool and beyond.
- A key indicator that we are: being numbered in the **top 5 by US News and World Report** in 5 years.
- In order to do so, we must **move the needle** on:
  - retention
  - graduation rate
  - alumni giving
  - reputation
How do we move the needle?

1. Improve our **academic quality and reputation**
2. Improve the quality of **student and family experiences**
3. Improve **facilities/“curb appeal”**
4. Sharper focus on **Marketing and Communications**
5. Enhance **Catholic and Jesuit Identity**
6. Improve our **relationship with city and region**
7. Ensure the success of the **Pride, Passion, Promise Campaign** and plan the next campaign
1. How to improve our academic quality and reputation?
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- Hiring the right faculty for **mission** and **academic excellence**
  - We have great opportunity in next two years given retirements.

- Encourage **research** and **scholarship**
  - especially among junior faculty
  - by establishing endowment support

- Establish **Chairs**, starting with the **Jesuit Chair**

- Encourage and/or reorganize/repackage **interdisciplinary work/centers of excellence**
1. How to improve our academic quality and reputation?

- Publicize faculty and student achievement more effectively
- Reinvigorate pre-law advising
- Consider reorganizing:
  - Honors Program
  - SJLA
- Consider the establishment of an Honors College and/or First Year Honors Program
- See that our students win more and different fellowships and scholarships (Rhodes, Mitchell, etc.)
- Achieve a Phi Beta Kappa chapter
2. Improve the quality of student and family experiences
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- More collaboration between Academic and Student Affairs
- Launch the Magis Program
- Establish First-year Office
- Continue to work on Class Affinity
- More interaction between students and alumni in mentoring and internship opportunities
- Establish an Office of Parent and Family Outreach
3. Improve facilities/“curb appeal”
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- Build for the **sciences** at Scranton
- The **Mulberry Street** Improvement Project
- Improve **recreation/athletic facilities**
- More **housing for upperclassmen** in mixed-use buildings on Mulberry Street
4. Sharper Focus on Marketing and Communications
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- Explore the **mix of academic programs** in light of Lipman Hearne data
- Organize role of **alumni in the admissions process**
- Better assess **current marketing practices**
- Continue the work of the **Young Alumni Planning Retreat**
- Improve **use of technology** in branding and marketing
  - e.g., “iTunes U”
5. Enhance Catholic and Jesuit Identity
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- Expand **inculturation** of new (and senior) faculty and staff
- Ensure that **senior administrators “own”** our Catholic and Jesuit mission and identity
  - Service trip
  - Ignatian pilgrimage
6. Improve our relationship with city and region
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- Address the **challenge of location**
  - Who wants to go to college in a “dying city”? 
- Establish **strategic goals** in terms of inserting ourselves in:
  - The Hill Section Neighborhood 
  - The Scranton school system 
  - The growth of the Hispanic population 
  - Urban poverty
7. Ensure the success of the Pride, Passion, Promise Campaign and plan the next campaign
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- Incorporate senior administrators into development efforts