



**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
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- Incorporate **senior administrators** into development efforts

Powerpoint presentation
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