



This document marks the tenth and final “Strategic Action Agenda” (SAA) of the current *Strategic Plan*. In the months ahead, we will



challenge now is to integrate this value even more seamlessly across our teaching and learning, and more broadly throughout our institutional life. As we have noted in earlier years, along with our larger and stronger admissions pools, we now find ourselves competing for students with colleges and universities offering higher prestige or substantial non-need-based financial aid. And as we have met and often exceeded our fundraising goals and completed major capital projects, we have identified ever more ambitious objectives – such as the Center for Integrated Sciences, a new Admissions building, and improved athletic facilities. In sum, we are, by any measure, a much stronger and better performing institution than in the past and, at the same time, one that continues to challenge itself to achieve new levels of excellence.

encounter in our institutional lives. In other words, many of us have opportunities on a daily basis, as leaders, to help the College realize its most important goals. This ye

In contrast to previous years – the members of the President’s Cabinet have identified a small number of large-scale projects on which they will focus this year. At this moment of transition – as we bring the current *Strategic Plan* to a close and work to create the next one, as we continue the review of our general education curriculum, and as we prepare for our upcoming Middle States reaccreditation – it seemed appropriate to direct our collective attention to these larger strategic projects. We know that there are many other important activities that of course will continue throughout the year as well (for example, the Task Force on Divestment). But this is a moment to draw our attention to the larger questions, decisions, and actions that will enable us, by working together, to create our future.

## *Admissions*

Increase 2015 spring yield one percentage point or more over 2014 yield:

- a. Conduct analysis of historical yields by different populations of accepted applicants.
- b. Target student communications in response to ESP (Enrollment Strategy Profiler) qualification scoring.
- c. More heavily weigh applicant contact information in decisions.
- d. Work with Enrollment Management Committee to facilitate more faculty contact with targeted accepted students.
- e. Increase contact with strongest accepted Tuition Exchange students.
- f. Consider creation of program of offering funded stipends for a summer or semester break experience (i.e., internship, research, etc.)

## *Advancement*

Complete second year of quiet phase of *Creating Our Future: The Campaign for Skidmore*. Secure \$35-40M in new commitments. Focus on fundraising for the Center for Integrated Sciences.

Identify and implement new strategies to deepen engagement of core constituencies (alumni/parents/friends). Develop

development program series, starting with the Cabinet and Extended Cabinet this year, with an emphasis on the College's core values.!

- Hold several Town Hall Meetings for exempt and non-exempt employees to review the findings of the staff survey and discuss recommendations with the community. Develop action plan to implement recommendations.!

- a. Identify specific challenges in the current culture that negatively affect student well being.
- b. Develop, implement and evaluate new prevention strategies.
- c. Communicate to all members of our community the important roles that they can play in helping to create a community of care and responsibility.