Racing to Excellence
The First 100 Days
Elements of the Race

Goal line/Vision

Pacing/Timeline

- **Long-term/Strategic Planning**
  - Five-year Plan (2018-2023)

- **Short-term**
  - Includes 3 Priorities:
    - ★ Academic Excellence
    - ★ Student Success
    - ★ Long-term Viability
  - Established Institutional Goals and Presidential Objectives
    - ★ 8 Goals
    - ★ 30 Objectives
    - ★ 57 Metrics
My vision for Bowie State University is to build on strength and excellence together as a community of learners to:

- Preserve the lasting legacy of Bowie State University as the first Historically Black Institution in the State of Maryland
- Continue to build academic excellence
- Create curricular and co-curricular opportunities supportive and engaging of 21st generation learners
- Encourage and support the diversity of learners enrolled at Bowie State University
- Create new partnerships in our local and global communities
VISION continued

○ Develop new and distinctive programs that uniquely define Bowie State University

○ Demonstrate fiscally sound models, metrics, and accountability measures to our internal and external stakeholders in public higher education

○ Promote the value of the quality educational experience provided by Bowie State University faculty, staff, and administrators

○ And ensure the long-term viability of the university – growing the resources we need to support our mission for access and affordability to a quality education
2017 — 2018 Priorities

- ACADEMIC EXCELLENCE
- STUDENT SUCCESS
- VIABILITY OF THE UNIVERSITY
ACADEMIC EXCELLENCE

- Included Assistant Vice President for Enrollment Management in all Cabinet meetings
- Began work to create new senior-level position and division to oversee strategic enrollment management in coordination with the campus
- Hired a search firm to assist with recruitment and hiring process
- Realigned the structure and administration of Title III funds to enhance alignment with university strategic goals for retention and graduation outcomes
- Established baseline and goals to increase retention and progression rates for first-time, full-time students:
  - Achieve 2% increase in second-year retention rate (72%)
  - Achieve 4% increase in progression rate for students earning 30 credits (18%)
ACADEMIC EXCELLENCE continued

- Appointed Interim Provost
- Launched review of Academic Affairs with external consultant
- Hired search firm to support the search process for new Provost (target completion by July 1, 2018)
STUDENT SUCCESS

- Achieved first level approval from USM to explore new mixed-use housing project to expand capacity for on-campus housing and living learning programs
- Awarded contract to provide ADA renovations to the Thurgood Marshall Library
- Initiated exploration to integrate entrepreneurship across the curriculum
- Enhanced student-computing capacity via installation of approximately 500 new computers and doubling available internet bandwidth to academic buildings and residence halls
STUDENT SUCCESS continued

- Enrolled largest incoming class – 1,075 (958 in 2016)
- Convened a campus-wide committee to address diversity and inclusion
LONG-TERM VIABILITY

- Improving Internal Communications
  - Cabinet meetings notes made available to shared governance groups
  - Deans’ Council meeting notes available to shared governance groups
  - Regularly scheduled meetings with leadership of each of the shared governance groups
  - Established strategic and advisory planning groups representative of shared governance constituents:
    - Strategic Planning Committee
    - Commencement Site Taskforce
    - Commencement Speaker Committee
    - President’s Advisory Council
    - Inauguration Planning Committee
LONG-TERM VIABILITY continued

- Successfully completed 10 audits of institutional financial and operational systems conducted by University System of Maryland, Maryland Office of Legislative Services, Maryland Higher Education Commission and other entities

- Expanded external funding by securing several multi-year grants, including a $1.5 million Ronald E. McNair Post-Baccalaureate Achievement Award from the U.S. Department of Education

- Secured consultant to review governance and strategic planning for Institutional Advancement in concert with the BSU Foundation
LONG-TERM VIABILITY continued

- Planning for new parking lot underway; projected completion date is September 2019

- Campus solar energy project to reduce electricity usage, beginning with construction of solar panels is underway; projected completion date is Summer 2018

- Completed building demolition and creation of green space

- Maximize use of the Fine and Performing Arts Center
  - Recruited Building Manager and developed business plan to increase number of performances and connect with the community and potential donors
LONG-TERM VIABILITY continued

- Strengthened strategic partnerships with local leaders in business, education, philanthropy and government, including joining the Board of Directors for the Prince George’s Business Roundtable

- Met individually with approximately 30 key local, state and federal officials and regional education leaders to share vision for Bowie State and make the case for support of BSU

- Met with more than 25 individual/prospective donors

- Met with 20 groups/organizations, engaging approximately 800 donors, alumni and friends
LONG-TERM VIABILITY continued

- Hosted Alumni Homecoming Town Hall

- Attended Capitol Hill meetings with legislators, Congressional Black Caucus, and HBCU presidents.
LONG-TERM VIABILITY continued

- Participated in several media interviews to promote the quality of the BSU experience, resulting in major coverage in local media outlets, including The Washington Post and Fox 5 DC
- Aired TV commercial on WJLA for 12 weeks to build awareness of BSU in the community
- Created @PresBreaux Twitter account and achieved 388 followers, including faculty, students, staff, alumni and friends of BSU
- Highest number of likes and retweets for any one tweet was a photo with football team at Homecoming (298) compared to first tweet at Faculty Institute (23)
LONG-TERM VIABILITY continued

- Private Giving: 25% of goal
- Alumni Giving: 43% of goal
- Annual Fund: 16% of goal
- Facilitate New Partnerships
- Grow a Culture of Philanthropy
  - Students
  - Alumni
  - Community and Business Leaders and Organizations
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@PresBreaux