

College Vision 2010

OFFICE OF MARKETING AND COMMUNICATION

Meredith College, Raleigh, N.C. — What should the Meredith experience be like for the entering class of 2010?

Meredith's strategic planning committee is offering you the chance to help decide.

With input from the campus community, Meredith's strategic planning committee has completed an initial draft of a five-year strategic plan, called Vision 2010. The plan outlines the priorities that the institution will need to focus on to achieve its vision of becoming "a nationally recognized women's college known for its academically rigorous and transformative education" by the year 2010.

The committee is now seeking feedback from the campus community, especially students, on the draft plan. The committee will accept feedback through Monday, August 29, 2005.

The draft Vision 2010 plan, which was crafted by the Vision committee from the work of six college-wide taskforces, centers on seven

strategic initiatives with specific goals and objectives spelled out for each.

The first initiative identifies the college's optimal enrollment and the second gives strategies for creating a signature Meredith educational experience.

The third initiative identifies possible goals for promoting service and leadership among students, faculty and staff.

The fourth initiative details how the college can ensure that each academic program meets established indicators of excellence.

The fifth describes strategies for enriching the quality of life for students, faculty and staff, while the sixth focuses on designing schedules, services, technologies and facilities to maintain a supportive campus environment.

The seventh initiative focuses on how the college can articulate Meredith's distinctive programs to a national audience.

"The Vision 2010 committee has used the vast input we received from the campus community to create a plan that will take the college to a new level of excellence," said Meredith President

Maureen A. Hartford, chair of the Vision 2010 steering committee.

Hartford says the committee is now seeking additional input from the campus community to sharpen the plan's focus by asking questions such as:

- What is exciting?;
- What is expendable?;
- What is missing?;

The draft plan has been discussed by the College's Board of Trustees. Faculty, staff and student leaders had the chance to give their input during a luncheon held in mid-August. The Alumnae Board of Directors also provided feedback during their recent meeting.

SGA President Kelly Beth Smith, '06, a student member of the Vision 2010 steering committee, is working with SGA to organize additional ways for students to give their suggestions for the plan.

The Vision 2010 committee welcomes your comments and questions via email: vision@meredith.edu. A full draft of the plan can be accessed via the Vision 2010 web site: <http://www.meredith.edu/president/vision2010>.

Free Publicity for Meredith College Clubs and Organizations

Is your club or organization planning an event? Have you done a project or activity you want the Meredith community to know about? If so, the Meredith Herald wants to hear from you.

The best publicity—the kind that people actually read—comes in the form of a news or feature story. The Herald will send a reporter to major campus events; we'll try to cover any event we know about in advance. But our staff and the hours in the day have limits. Please consider asking your historian or recording secretary to send us a press release that covers the WHO WHAT WHEN WHERE WHY and HOW of the event. Add a contact name with phone number and email address, and we'll call if we need more information. Send us a photo in jpeg format, no larger than 600 by 600 pixels.

What about display ads? We typically run these ads free of charge, but we will no longer scan or reformat hard copies of flyers. We will accept Word documents of these dimensions: 2 inches wide by up to 5 inches long, 4 inches wide up to 6 inches long, and 6 inches wide up to 6 inches long. Please remember, however, that these ads are far less effective than a story with a headline and photo. When's the last time you paid close attention to a page full of ads?

The Herald publishes weekly on Wednesdays; submission deadline is 1:00 p.m. Friday. If the event you're covering happens between Friday and Tuesday, please contact us and we'll discuss the deadline. You can reach us at herald@meredith.edu

History Club Cards

The History and Politics Club will be selling notecards/envelopes this week in the Cate Center. The cards have a burgundy angel on the front with "Meredith College" written underneath, the inside is blank—so these cards are great as a gift, or to write to friends and family! The cards will be sold in packages of 10 for \$8 or packages of 20 for \$15. Come by Cate to order, or contact Caitlin Spicola at SpicolaC@Meredith.edu.

