



Council of Trustees Meeting  
December 5, 2024  
Karen Riley, PhD



Office of the President  
University Marketing and  
Communication Team  
Academic Affairs  
Enrollment Management  
Team  
Finance Team  
DEIB Team  
Strategic Planning Teams  
Student Affairs  
Human Resources  
University Advancement  
and Alumni Engagement

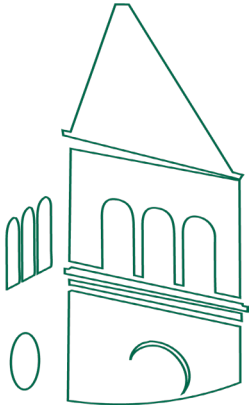
Working together for change.



## Leadership Searches – Pillar 4 Structured for Success

- Chief IATS Officer
- DEI/Climate and Culture
- Associate Provost for Academic Innovation and  
Dean of Graduate Studies and Continuing  
Education
- Dean College of Business

SLIPPERY ROCK UNIVERSITY  
**THE FIRST CHOICE**



# Pillar Working Groups

- Eighty-four Slippery Rock faculty and staff volunteered to support implementation of the four pillars.
- The pillar working groups are led by pillar co-chairs and are responsible for maintaining a broad view of the pillar's progress and leading specific activities.



# Implementation Plans

Each of the strategies in the strategic plan is broken into activities. Cabinet members and pillar working groups assumed the lead on various activities and are planning action items by semester.



## Action Items in Fall 24

- More than 40 action items are currently underway.



# Evidence

At the end of the semester, leads will update their implementation plans and submit evidence of completed action items. Evidence will be cataloged centrally.





# University Strategic Plan Community Updates:



- **Pillars 1 – 4**

- **Pillar 1: Commitment to a Robust, Supportive, and Inclusive Culture**

- Dr. Dallas Jackson, associate professor, Physical and Health Education
- Ms. Amanda Nichols, payroll and employment manager, Payroll

- **Pillar 2: Commitment to Academic Discovery and Human Growth**

- Dr. Keith Dils, dean, College of Education
- Dr. Steve Verba, associate professor, Exercise Science

- **Pillar 3: Commitment to Community Impact and Collaboration**

- Dr. Christopher Cole, assistant vice president/Auxiliary Operations & Student Support
- Dr. Melissa Swauger, professor, Non-Profit Mgmt., Empowerment, and Diverse Studies

- **Pillar 4: Commitment to Financial Sustainability and Resource Stewardship**

- Dr. Nicole Dafoe, dean, College of Engineering and Science
- Dr. David Jordan, professor, Healthcare Administration and Management



# Pillar 1: Commitment to a Robust, Supportive, and Inclusive Culture

## Strategy: 1.3.b Raise the reputation of SRU

- Working group will vote on and rank activities for this strategy on November 18<sup>th</sup>
- Ideas that have risen to the surface for strategy **1.3.b**
  - Increase support for faculty/staff presentations at national and international conferences
  - More resources/support to develop global partnerships
    - Leads to internationalization and opportunities for community to develop cultural competencies
  - Campaign to encourage/increase “word of mouth” positive talk (prestigious accomplishments, programs, opportunities)
    - Develop a system to better promote and communicate faculty/staff/student achievements



# Pillar 1: Commitment to a Robust, Supportive, and Inclusive Culture

## Strategy: 1.4.e Create/enhance programs to strengthen holistic wellbeing for the entire campus community

- **Ideas** that have risen to the surface for strategy 1.4.e
  - Gathering area (lounge) with food available for purchase for faculty, staff, and administration to take breaks and engage with others outside of their areas. Possible collaboration with Pillar #2
  - Enhance and expand mental health wellness prevention programming
  - Develop a system to reduce program overlap and encourage collaboration
  - Mentoring for new employees/job shadowing

Keshia Booker  
Ann Cook  
Emily Dolan  
Aaron George  
Brad Henry  
Michael Holmstrup  
Dallas Jackson

Tori Kapopoulos  
Jenny Kawata  
Beth LaGamba  
Fadoua Loudiy  
Ken Messina  
Molly Mistretta  
Sunshine Mushrush

Julie Naviaux  
Nan Nicholls  
Amanda Nichols  
Betsy Strawbridge  
Kimberley Tissue  
Justin Zackal  
Heer Zaveri (SGA)

## Pillar 2: Commitment to Academic Discovery and Growth

### Strategy: 2.2.c Enhance the quality, functionality, and aesthetic appeal of the campus environment

- **Conversation Themes**
  - What gets students to SRU and what keeps them here?
  - Physical spaces vs. SRU brand
- **What we are identifying**
  - Work of other committees
  - Student voice – SGA representative Kevin Beatty
  - What other universities do
- **What we are doing**
  - Collect data, gauge interest, assess needs
  - Collaborate and serve as a resource
  - Make recommendations





## Pillar 2: Commitment to Academic Discovery and Growth

### Strategy: 2.2.c Enhance the quality, functionality, and aesthetic appeal of the campus environment

- **Conversation Topics and Activities (A-Z)**
  - Accessibility (sidewalks and classroom buildings)
  - Branding of buildings and programs
  - Faculty/staff lounge (shared with Pillar 1)
  - Classroom spaces
    - McKay Education Building (functionality and SGA childcare center)
  - Mailroom services for residential students
  - Parking (walkability of campus, Happy Bus > parking lots)
  - Student engagement (prospective student visits, Open House, etc)
  - Traffic by Macoskey Center

Brian Danielson  
Keith Dils  
Wayne Forbes  
Scott Irlbacher  
Bill Jordan  
Samantha Kelly  
Dallas Kline

Shah Limon  
Joseph Losko  
Emily McClaine  
Kathy Melago  
Tim Oldakowski  
Timothy Ruppert  
John Silvestro

Steve Verba  
Amy Warner  
Jennifer Willford  
Hye Ryung Won  
Junko Yamamoto  
Alessia Zanin-Yost  
Kevin Beatty Jr. (SGA)



## Pillar 3: Commitment to Community Impact and Collaboration

**Strategy: 3.2.d Develop educational-specific partnerships with industry and philanthropic leaders to enhance student learning experiences while cultivating outside funding sources for program growth.**

### Assessing current state of community engagement

- Developing a data collection instrument and implementation plan
- Planning to create a database/map of existing partners
- Reviewing for duplication

### Increasing internal partnerships and collaboration

- Establishing the guidelines and membership of a campus-wide advisory group

Cole, Swauger, Moser, Lerner

Frances Amatucci  
Brandon Berns  
Christopher Cole  
Amanda Gault  
Elizabeth Geib  
Teresa Glasgow  
Lisa Gray  
Denna Hays  
Jonathan Helmick

Kim Keeley  
Betsy Kemeny  
Seth Lee  
Melissa Luchynsky  
Mark O'Connor  
Hope Pietrocarlo  
Jim Preston  
Jeffrey Rathlef  
Ken Reichl

Julia Rismiller  
Doug Strahler  
Melissa Swauger  
Miranda Virone  
Jialing Wang  
Mingchia Yeh  
Matthew Zarit  
Norah Spradling (SGA)

# Pillar 4: Commitment to Financial Sustainability and Resource Stewardship



**Strategy: 4.1.e Encourage collaboration, communication, and connection across campus to minimize the duplication of programs/services and increase variety of options.**

## Increase Engagement Across Campus and the Community

- Committees to develop strategies for coordinating, advertising, and communicating events.
- Survey Insights Related to Increased Stakeholders' Engagement
- Events Committee for Coordination of CORE and Ad Astra
- Communication of Campus Events /News With Alumni, Community, and Local Businesses

## Increase Awareness About Services/Resources Provided

- Process for Sharing Equipment/Resources Focused on End Users and Organizational Efficiency
- Enhanced Transparency to Facilitate Accessible Contacts, Roles, Functions, and Support (beyond a directory)
- Identify and Resolve Unmet (Under met) Faculty and Staff Resource Needs (software, equipment, etc.)

## Foster a Culture of Idea-Sharing and Collaboration

- Explore College - Level Development – Alumni - Advancement Committees
- Task Force to Enhance/Explore Initiatives Related to Disability Services
- Feasibility Study to Create a Makers/Interprofessional Collaboration Space - Students, Faculty, and Staff



Scott Albert  
Erik Anderson  
Drew Chelosky  
Louis Christensen  
Nicole Dafoe  
Tony DeMarsh  
Jaeda Johnston (SGA)

Brad Henry  
Casey Hyatt  
Jaeda Johnston  
David Jordan  
Cara Kriebel  
Patrick McGinty

Brian Mortimer  
Kelly Robinson  
Deb Schell  
Sharyl Vaughn  
Krista White  
Travis Wunsch

## 1.3 Marketing & Communications to Advance the University

### 1.3.a Develop a comprehensive communication plan and provide communication across divisions, departments, and units

#### **Integrated Marketing Committee | A collaborative roadmap**

University Marketing & Communication and Enrollment Management cochair a collaborative University-wide approach to identify and prioritize activities that advance our academic reputation, digital presence, and brand perception

**Goal** | Crystallize our position in new and established markets.

#### **Why?**

- Strengthening our position and enrolling best-fit students is a key contributor to maintaining our excellent retention and persistence rates.
- The timing is right to invest in research to help us find our best stories to tell, and how to most effectively reach the right audiences.
- Developing a robust strategy driven by marketplace intelligence and behavioral insights will create resonate storytelling and outreach.
- Increasing awareness and desirability of Slippery Rock University now will offset the effects of the enrollment cliff later.

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## **Integrated Marketing Committee** | A collaborative roadmap

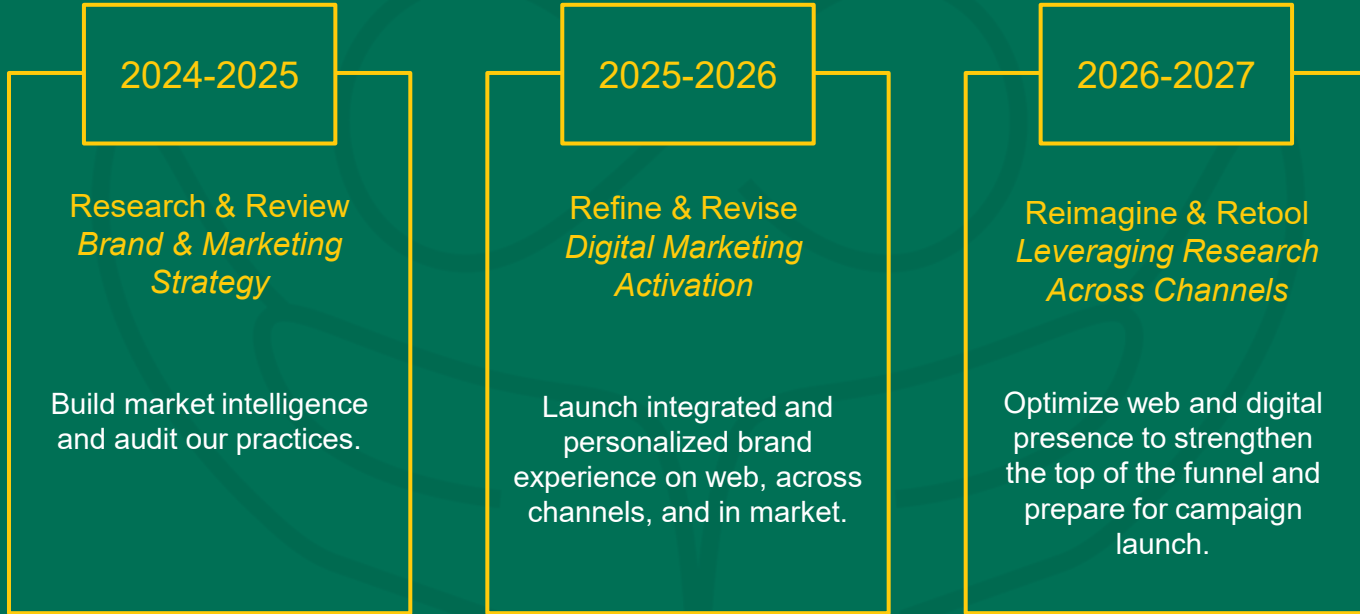
Peer-reviewed research with a leading higher education digital strategy agency partner will produce vital market research as part of brand platforming.

- **Research to bring our story and efforts into focus:**
  - **Brand Positioning**
    - Qualitative and quantitative research with internal stakeholders
    - Market perception study with external audiences
    - Brand expression against competitors
    - Brand positioning and story development to inform robust multi-channel brand messaging
  - **Assessments and Creatives**
    - Marketplace analysis
    - Marketing Operations and Communications analysis
    - Website audit and analytics assessment
    - Collateral analysis
    - Creative campaign concepting



# Marketing & Communications to Advance the University

STRATEGIC PLAN PILLAR #1



Bach

# Pillar #4

## 4.1 Structured for Success

4.1.d Implement policies and practices to optimize unit-level performance, including acquisition and allocation of technological, financial and physical resources

- Business Continuity Plan
- Crisis Management Plan
- Essential Personnel
- Omni Alert System

Rock Alert SMS text messaging

Subscribers are informed of immediate impact to operations or safety due to weather event, systems failure, facility/grounds issue, active threat

Website Ribbon



Robust,  
Supportive  
and Inclusive  
Culture



Pillar 1: Commitment to a Robust, Supportive, and Inclusive Culture  
Strategy: 1.3.b Raise the reputation of SRU



ANNA

# IGIMS

ATLANTIC REGION ATHLETE OF THE YEAR



Pillar 1: Commitment to a Robust, Supportive,  
and Inclusive Culture

Strategy: 1.3.b Raise the reputation of SRU

# CAMPBELL TROPHY



2024 NATIONAL FINALIST



**BRAYDEN LONG**

QB | HANOVER, PA





WXC: Jennifer Cichra became the first SRU female student-athlete in any sport to be named an NCAA Elite 90 Award





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