

Marietta Forward

Marietta College Strategic Initiatives Plan Executive Summary October 2023

Marietta Forward represents the strategic priorities of the College as proposed to the Board of Trustees by the President's Cabinet. These five proposed initiatives reflect the President's Cabinet response to both internal study and external review of the College, its current finances, and its ability to deliver the education promised to Marietta students. We believe that the implementation of these initiatives is necessary to assure the College's financially sustainable future.

Executive Summary.

The five proposed Marietta Forward strategic initiatives include:

SI-1: Fully Implement the Student-Ready College Initiatives. The goal of this Strategic Initiative is to increase student success and persistence and return Marietta's degree completion rates to those that are comparable to benchmarks.

SI-2: Strengthen Current Academic Programs. The goal of this Strategic Initiative is to reduce the number of, and expenses associated with, low enrollment academic program offerings to allow for 1) the redistribution of resources to support new programming that is in high demand and 2) greater investment in current programs that require more resources to maximize their enrollments. This initiative requires the review of all current academic offerings.

SI-3: Develop New Educational Programs focused on Non-Traditional Student Education and Workforce Development. The goal of this Strategic Initiative is to generate and steadily increase net revenues through regional executive education and workforce development.

SI-4: Identify and Launch New Academic Programs. The goals of this Strategic Initiative include raising student enrollments and net tuition revenues; increasing the College's reputation for the delivery of relevant and high-quality programming; and improving student satisfaction, persistence and graduation rates through an increase in perceived and realized educational value.

SI-5 Create a campus culture of support for individual leadership, inclusion and belonging. This Strategic Initiative is designed to return Marietta's degree completions rates to those that are comparable to benchmarks. The associated initiatives will enhance the student experience and increase student success and persistence of both students and employees by providing essential personal support with the goal of greater engagement and sense of belonging.

Details of this plan will be discussed with our campus community in the months to come.