

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
 - One-year Plan (2017-2018) Uses Vision Statement as Framework
 - 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**



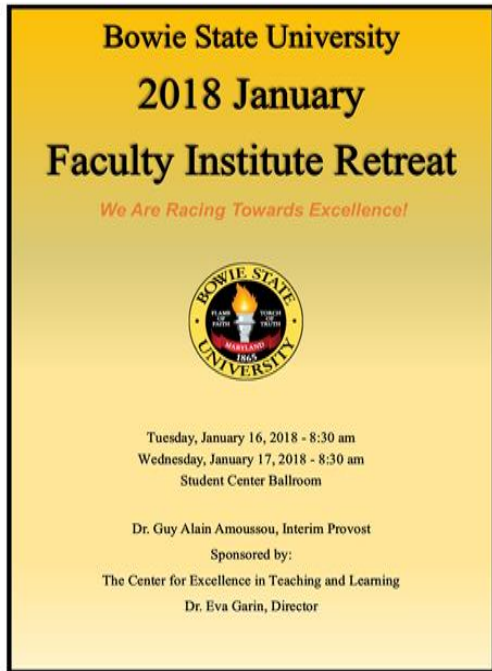
VISION continued

- **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%)





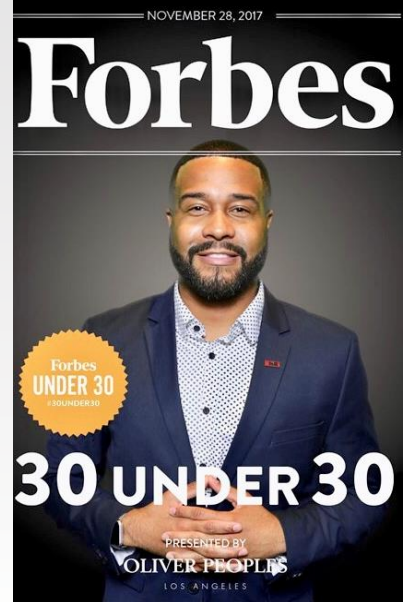
ACADEMIC EXCELLENCE continued

- **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

