

Diverse
Experiential
Education
Research

Global
Lead
Excel
Innovate
Community

Engage

Drexel University

Strategic Planning Retreat

June 2-3, 2011



Drexel University

LIVE IT.™

Comprehensive, integrated academics enhanced by
cooperative education, technology and research opportunities

Envisioning the Future of Drexel: The Strategy Café

Goal of Strategy Café –
To generate Drexel's impact vision, identify strategies, and prioritize goals.

Conversation 1 – What is your vision for Drexel's impact over the next five years?



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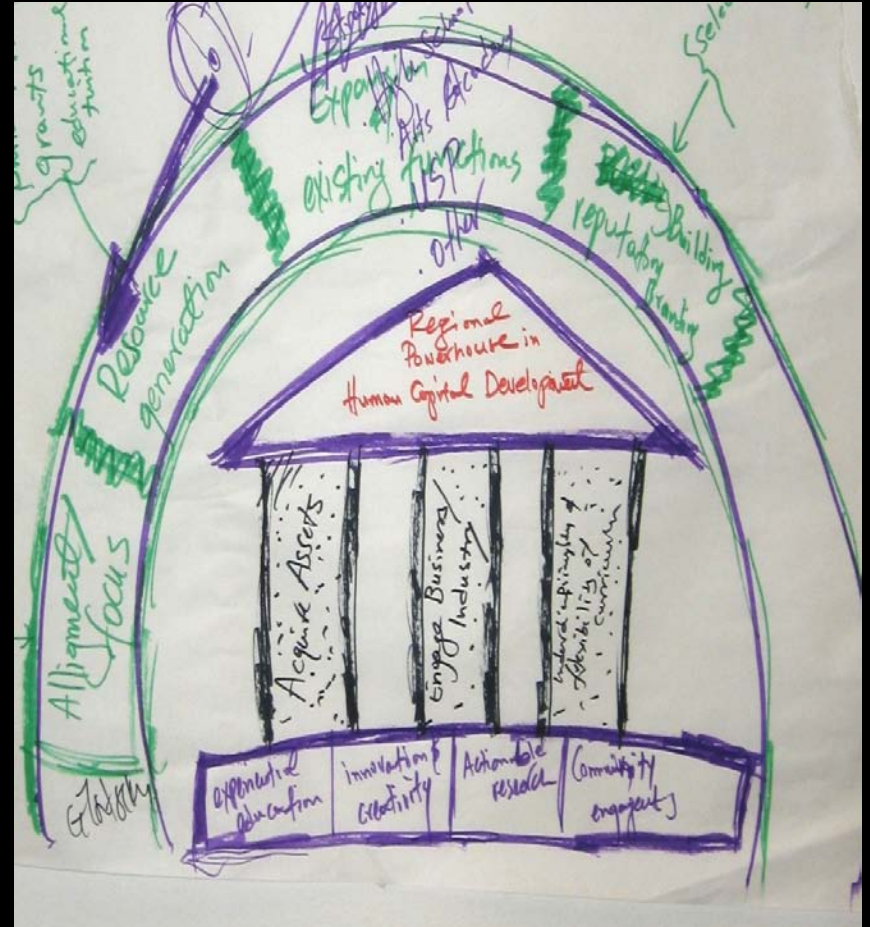
Impact - experiential learning, academic rigor, technology

Focus - on goal oriented, evidence based, decision making

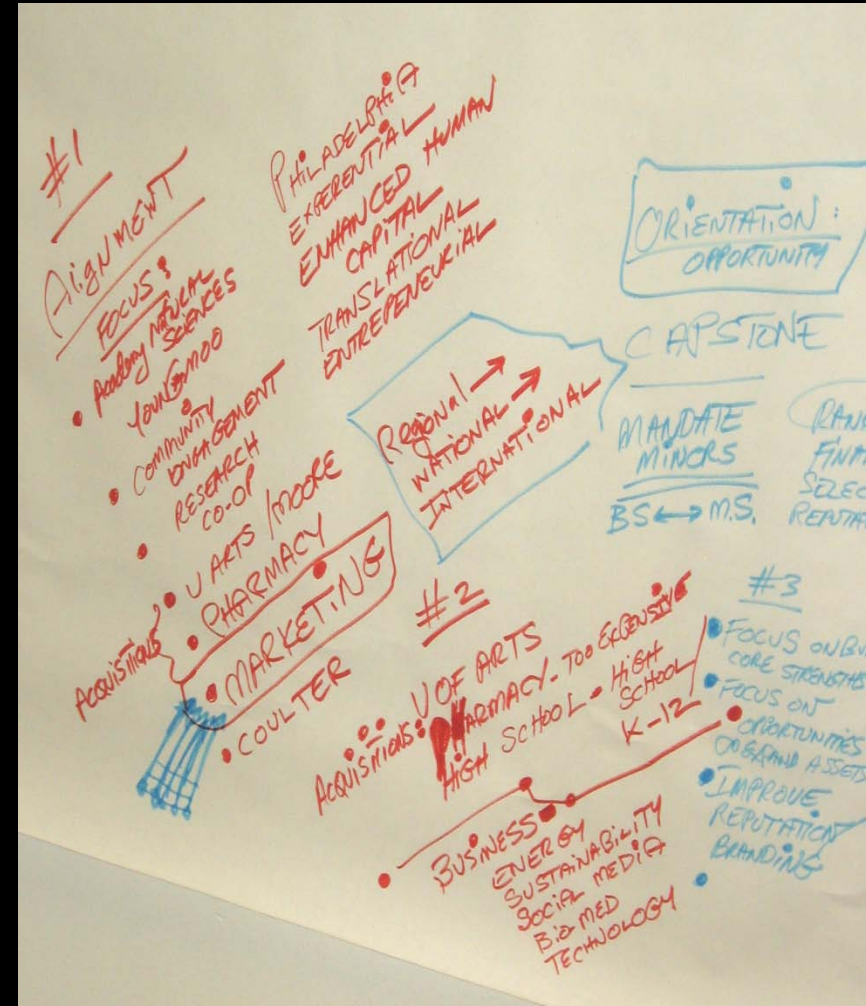
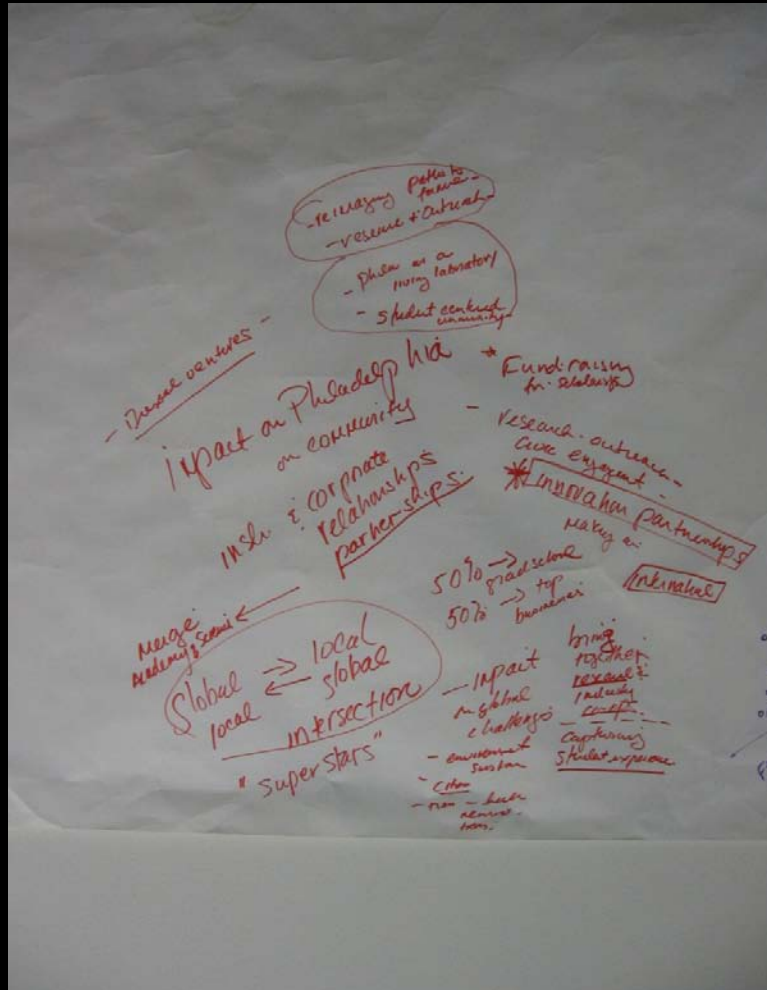
Foster – agility, progress

Dismantle - silos and barriers

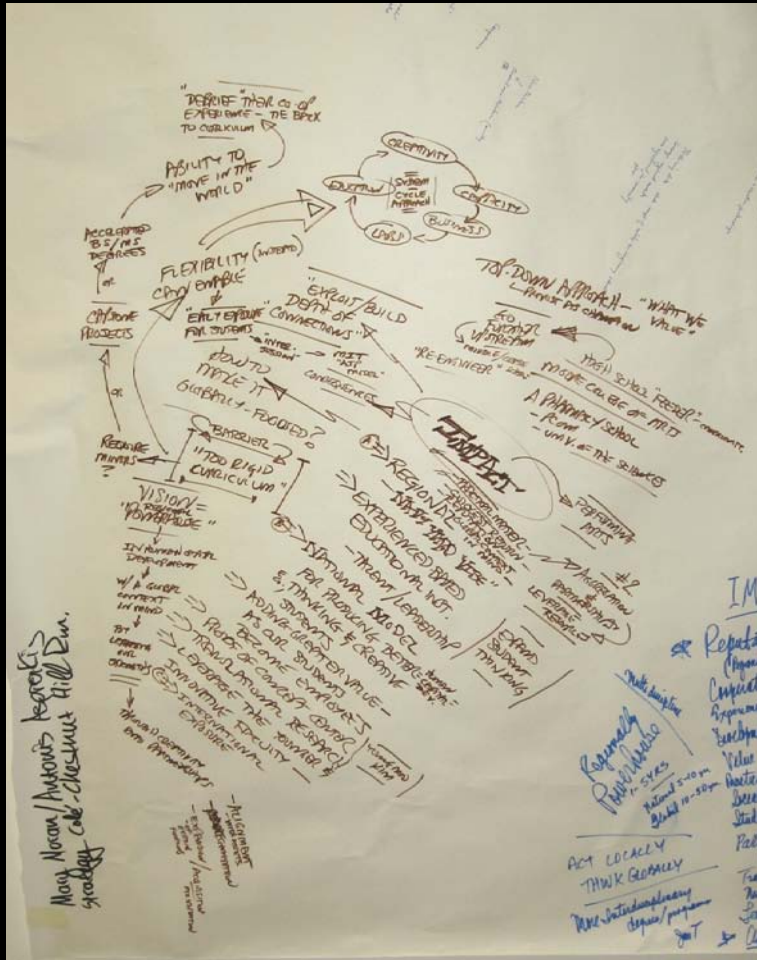
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Conversation 1 – What is your vision for Drexel's impact over the next five years?

Create – new kind of undergraduate scholar who demonstrates experiential learning, international experience, research

Create – new faculty model that matches Drexel's goals, where service "counts"

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Conversation 2 – What strategic initiatives should Drexel develop over the next five years to advance our shared vision?

Develop - international co-op as differentiator

Combine - research with hands on

Foster - trans-disciplinary core competencies

Focus – on civic and global engagement

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Conversation 2 – What strategic initiatives should Drexel develop over the next five years to advance our shared vision?



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Conversation 2 – What strategic initiatives should Drexel develop over the next five years to advance our shared vision?

Forge – relationships with industry, esp. pharmaceutical

Hire – strategically, across disciplines

Broaden – curriculum across colleges

Expand - for-profit resources

Acquire or Develop - high school, pharmacy school, nurse's hospital?

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Take – corporate
experience to the
classroom

Re-imagine – how to use
what students learn in
co-op

Mobilize – to create
centers, faculty
rewards, new
departments

Fix - student services
issues including billing,
financial aid, graduation
rates

Offer – better food options

Fund - scholarships

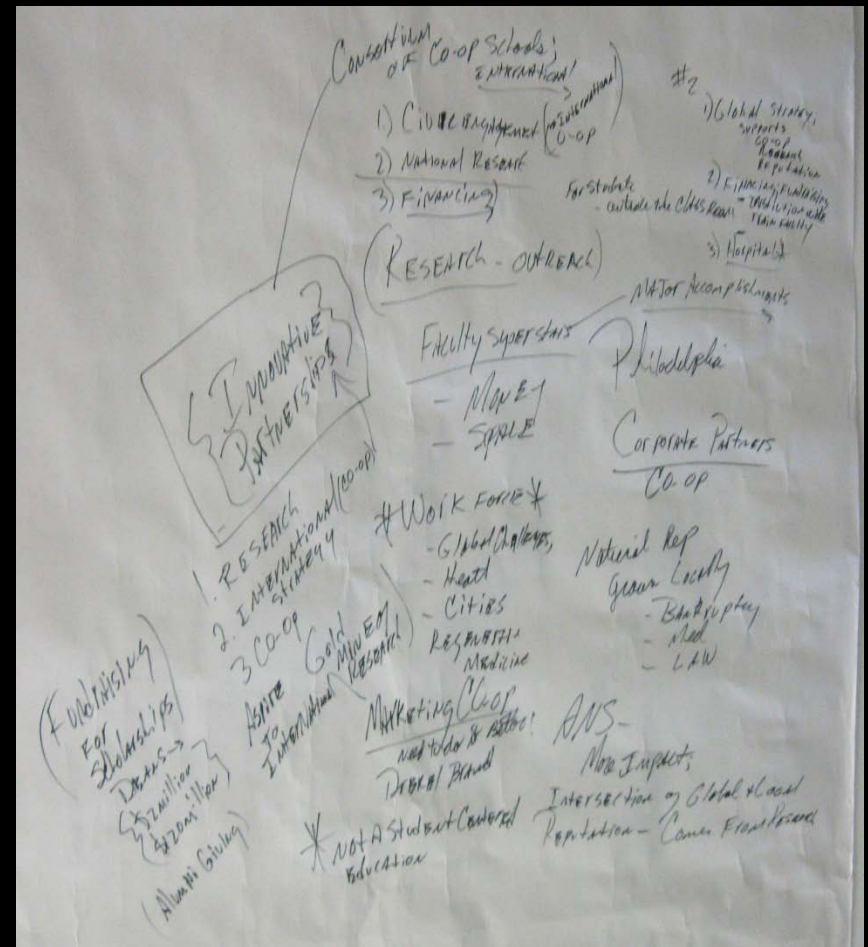
Improve – experiential
learning, recruitment,
partnerships

Define – “quality
education”

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Recognize priorities –

- Academic Excellence
- Community Service
- Reputation Building
- Loyalty Building



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Conversation 3 – What criteria should we use to prioritize the strategic initiatives we identified in conversation #2? How should we measure our success at achieving them?



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- **Focus** – on building core strengths
- **Capitalize** – on opportunities, both growth from inside and outside
- **Improve** – reputation and brand alignment
- **Strengthen** – infrastructure first

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Conversation 3 – What criteria should we use to prioritize the strategic initiatives we identified in conversation #2? How should we measure our success at achieving them?

Assess – impact of expansion on students, community

Measure – new research \$ and impact

Focus – on student learning priorities

Map – learning outcomes across colleges

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- Quality of the Student in time of growth at the University
- Improve this in time of growth will be difficult, but absolutely necessary
- Need to see financial aid as an investment particularly today
- College/Community - Preparedness
- Student and Faculty Outcomes
- Want both Education & Research
- Drexel is more than co-op

1. BALANCE OF PROVIDING ALL THE KEY SKILLS OUR STUDENTS NEED (THINKING CRITICALLY, EXPERIENTIAL, ENTREPRENEURIAL, ETC.) AND INVESTING IN WHERE WE WANT TO BE / CAN BE GREAT & HAVE GREAT IMPACT -- AND NOT INVEST IN AGENTS WHERE WE DON'T WANT/NEED TO BE (OR CAN'T BE) GREAT
2. INITIATIVES THAT SHAPE OUR FUTURE Drexel STUDENTS (K-8? 9-12) AS PART OF A QUEST TO BECOME THE DEFINING MODERN ~~UNIVERSITY~~ UNIVERSITY -- TO TIE IN OUR EDUCATIONAL/EXPERIENTIAL/RESEARCH MISSIONS. CONSIDER WAYS TO IMMERSE OUR LOCAL ELEM. / HS STUDENTS IN LEARNING/RESEARCH/ENGAGEMENT & HELP THEM BECOME QUALITY Drexel STUDENTS WHO CAN MAKE IMPACTS LOCALLY, RATIONALLY & GLOBALLY. THINK GLOBALLY, Act Locally
3. INTERDISCIPLINARY -- TOWARDS MAKING DU A COMPREHENSIVE INTEGRATED RESEARCH U.

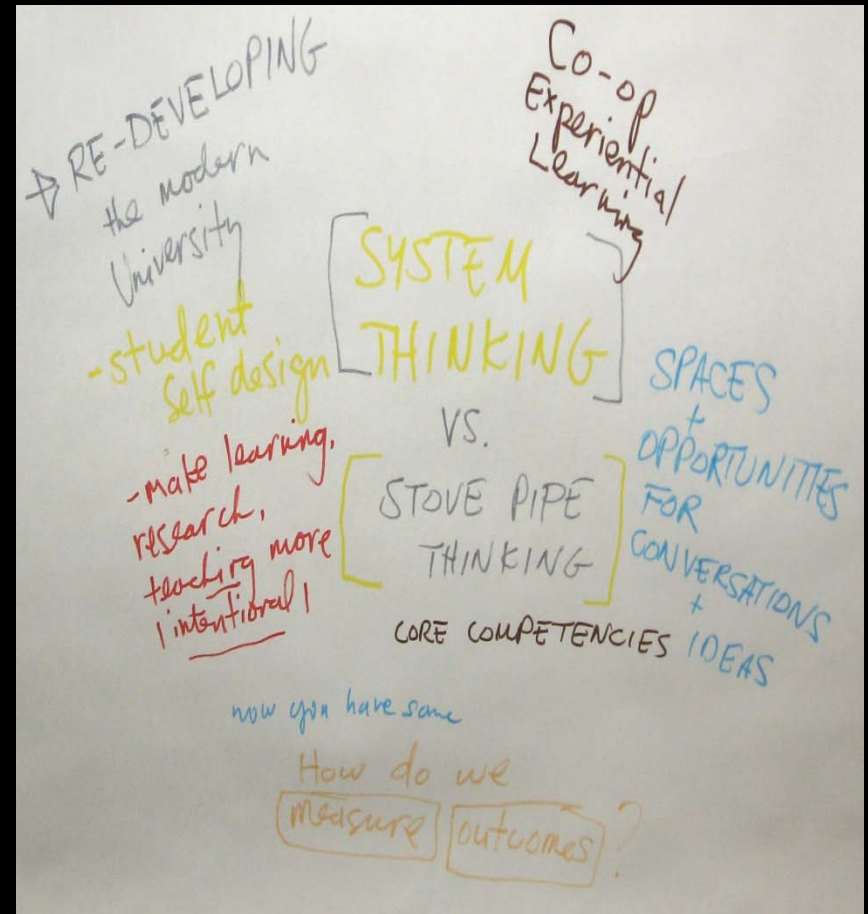
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Invest – in core competencies

Think - systems, not stove-pipes

Transform - students and faculty through engagement

Learn - intentionally



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Build – partnerships
with tiered approach
from local to regional
to global

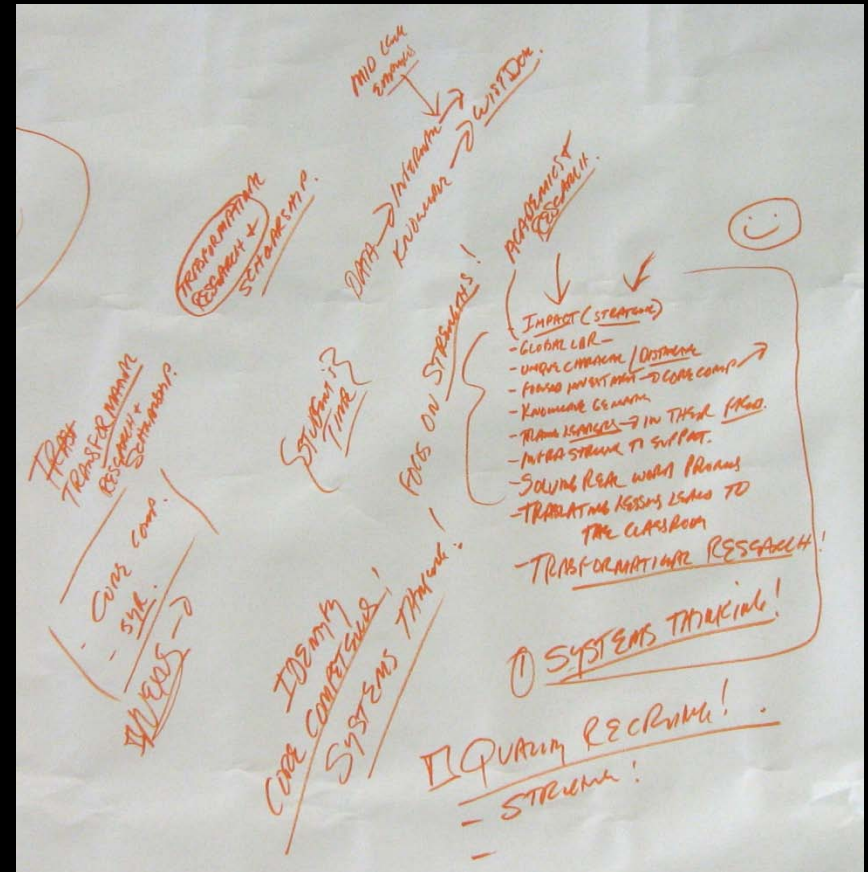
Address – global issues
through partnerships

Focus – partnerships on
research, experiential
learning, community

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Lead – students to deep learning outcomes, not just grades and graduation

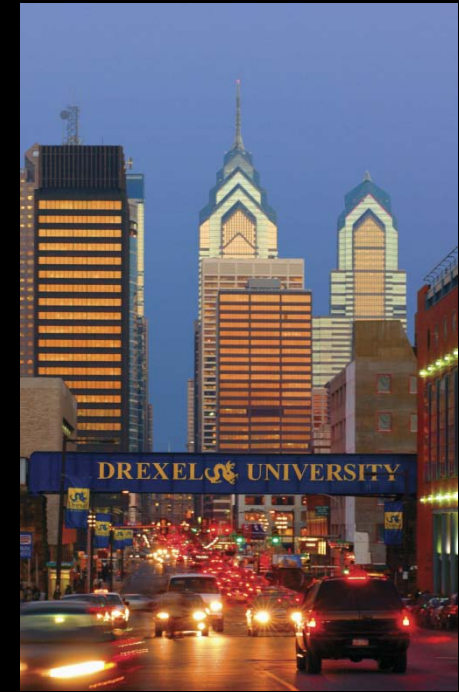
Foster – reflective thought, not just mastery of content



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