



Strategic Plan Assessment

Pathway 3

Embracing a Culture of Excellence:

Promoting Spirit, Community and Collaboration

October 11, 2017

Monique LaRocque, Associate Provost
for the Division of Lifelong Learning



The Approach

The Task

5 pathways

↳ 43 Initiatives

↳ 40 Strategies

The Approach

Focus on initiatives

Why?

- Pathways are broad
- Strategies not intended to be exhaustive
- Some strategies altered as context changed and opportunities developed

Pathway

What actions were taken in support of the initiatives?

What are relevant outcomes?



Fall Campus Conversations

Bangor Room, Memorial Union
9 am – 10 am

2017 OCTOBER						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4 1.	5	6	7
8	9	10	11 3.	12	13	14
15	16	17	18	19 2.	20	21
22	23	24	25 4.	26	27	28
29	30	31				

2017 NOVEMBER						
SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8 5.	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Oct. 4 Pathway 1 Serving our State
Jake Ward, Chair

Oct. 11 Pathway 3 Embracing a Culture of Excellence
Monique LaRocque, Chair

Oct. 19 Pathway 2 Securing our Future
Jeff Mills, Chair

Oct. 25 Pathway 4 Transforming Lives
Kenda Scheele, Chair

Nov. 8 Pathway 5 Restoring the Dream
Stewart Harvey, Chair

Format for Forums



At the Forum

- Review Initiatives and Accomplishments
- Discussion / Questions
 - What else has been accomplished related to this Pathway?
 - Are these initiatives still relevant?
 - Considering the Pathway's broad goals, how else might this work be advanced?



After the Forum

- Web-based input available
- Recording available

Pathway 3 Team



Monique LaRocque (Chair), Associate Provost for
Lifelong Learning

Tim Reagan, Dean, College of Education
& Human Development

Larry Lewellen, VP for Human Resources

Cindy Isenhour, Assistant Professor of Anthropology

Darren Ranco, Chair, Native American Programs

Lynn Coutts, Sr Assoc Director of Athletics

Kathy Olmstead, BOV Member



Pathway 3 Initiatives

3.

Embracing a Culture of Excellence: Promoting Spirit, Community and Collaboration

- Strive for 100% brand awareness of UMaine quality and impact in the State of Maine
- Harness the goodwill, time and talents of our alumni
- Strengthen the organization for, and reaffirm the campus engagement with Athletics
- Encourage and value diversity through our uniquely diverse community members
- Create and sustain a continuous culture of community engagement
- Working through the new leadership of the Human Resources Department to address our organizational structure, resources to honor professional achievement, staff and faculty development

Pathway



Pathway 3 Accomplishments

3.

Strive for 100% brand awareness of UMaine quality and impact in the State of Maine

- Created Brand Standards and Branding Tool Kit
- 150th Anniversary branding
- Improved internal and external communications through weekly UMaine news alerts
- UMaineOnline launched
 - Comprehensive website
 - New logo "Be a Black Bear from Anywhere"



Pathway 3 Accomplishments

3.

Harness the goodwill, time and talents of our alumni

- UMaine Alumni Assoc. expanded publication and distribution of MAINE Alumni Magazine
- “Bear Tracks”
 - Monthly newsletter sent to over 44,000 alumni, friends & employees
- Enhanced presence on social media platforms, especially LinkedIn
 - Connected to more than 15,000 Alumni



Pathway 3 Accomplishments

3.

Strengthen the organization for, and reaffirm the campus engagement with Athletics

- Developed a strategic vision
 - Focusing on achievement, leadership & excellence
- Launched first ever Athletic/Alumni Publication
- Inaugural signature event – Alford Golf Classic, Belgrade Lakes Golf Club, August 2017
- Improved digital presence online with ESPN3 and America East TV
- Created student athlete leadership group – Elite 13
- Student Athlete Department-wide GPA of over 3.0 in 2016-17



Pathway 3 Accomplishments

3.

Encourage and value diversity through our uniquely diverse community members

- LGBTQ Services received Community Partner Award from Equality Maine by co-sponsoring Spring 2016 Equality Maine Youth Conference
- UMaine hosted The Mandela Washington Fellowship program, summer of 2016 and 2017
- Office of International Programs more than doubled their number of applications from international students over the last 5 years



Pathway

Pathway 3 Accomplishments

3.

Create and sustain a continuous culture of community engagement

- Spring 2017 Flagship Internship
- Carnegie classification renewed in 2015
- Created the Engaged Black Bear initiative
- Bodwell Center for Service and Volunteerism grew student community engagement
 - 5,285 students served 103 local partners, logging in over 21,000 volunteer hours throughout the academic year
 - 49 different student organizations participated
 - Volunteer hours for Welcome Weekend Day of Service doubled in last 5 years from 3,540 to 7,134

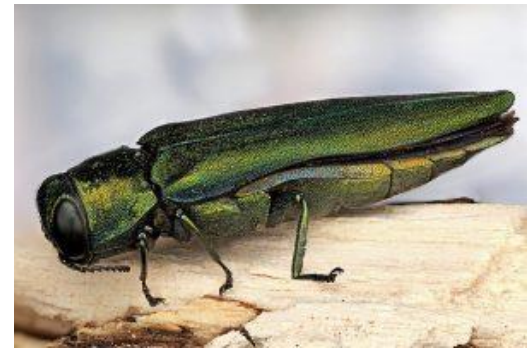


Pathway 3 Accomplishments

3.

Create and sustain a continuous culture of community engagement

- UMaine centers and departments continue numerous Community Partnerships
 - One example: Senator George J. Mitchell Center for Sustainability Solutions
 - Working in partnership with Maine Indian Basketmakers Alliance to prevent, detect, and respond to the emerald ash borer (EAB)
- UMaine Cooperative Extension
 - Hosted first Maine Food Summit, 2013
 - 4-H's Engaging *Youth Serving Community* Program
- The Center on Aging
 - 121 volunteers helped 469 isolated or homebound seniors remain independent in their homes



Pathway 3 Accomplishments

3.

Working through the new leadership of the Human Resources Department to address our organizational structure, resources to honor professional achievement, staff and faculty development

- “Maine Celebrating Scholarship” Event, 2015 (planned for 2018)
 - Recognized research and creative achievement of more than 80 faculty members
- Blue Sky Faculty Fellows Program
- New Faculty Orientation Program
- Employee Health Initiatives
 - Employee WorkFit
 - Wellness Walks
 - Fitness Hooping
 - Employee fitness classes
- Increased staff development opportunities for 1,399 employees (increase of 14% from FY13-14)





Pathway 3

3.

- What else has been accomplished related to this Pathway?
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