

Muhlenberg College Strategic Planning Process
President's Planning Group Meeting
Monday, October 12, 2009 • 5:00 p.m.
Seegers Union 111

Meeting Summary

In Attendance

Ms. Cynthia Amaya, Dr. Bruce Anderson, Mr. Adam Bernstein, Rev. Peter Bredlau, Mr. Michael Bruckner, Mr. Ken Butler, Mr. Kent Dyer, Ms. Laura Eldon, Mr. Amze Emmons, Dr. Kathleen Harring (guest), Dr. Randy Helm, Ms. Karen Green, Mr. Chris Hooker-Haring, Ms. Connie Harris, Dr. Trevor Knox, Ms. Christine Lake, Dr. Elizabeth McCain, Dr. Lisa Perfetti, Dr. John Ramsay, Mr. Roberto Rivera, Dr. Stefanie Sinno

1. Review of Community Feedback on Primary Documents

The President noted that these documents were developed for the 2003-2004 planning process and were reviewed during the 2007-2008 process, so he does not feel we need a major overhaul to any part of the documents. Group members made suggestions and discussion followed. Proposed changes are posted as a separate document on the Strategic Planning website.

2. Review of Benchmark Group and Selection Criteria

The President said that it is important to have information on our competitors – competitors in the sense that there are resources we want that other institutions want, as well. The Benchmark Group should be the group of schools with whom we have the most admissions overlap. Dr. Trevor Knox posed this question: since most of our benchmark overlaps are, for us, aspirational schools – schools that are better resourced, with larger endowments – are there schools that are similarly resourced institutions with similar missions that are beating us in the market? Can we learn anything from what they do well? The President asked Mr. Kent Dyer and Dr. Knox to research and report back to the Group. Endowment, size of student body, student charges, and U.S. News rankings should be included in the report.

3. Environmental Scan - External

Mr. Chris Hooker-Haring reported that the prospective student demographics are changing, with the student population in the northeast contracting over the next decade. High cost private colleges are going to be pushing against a very real and intractable market reality. He presented the results of several recent surveys about the just-completed admissions cycle, as well as summaries of several presentations he attended at the recent National Association of College Admissions Counselors conference. Mr. Hooker-Haring then led the group in a discussion of results of the data from the College's Admitted Student questionnaire.