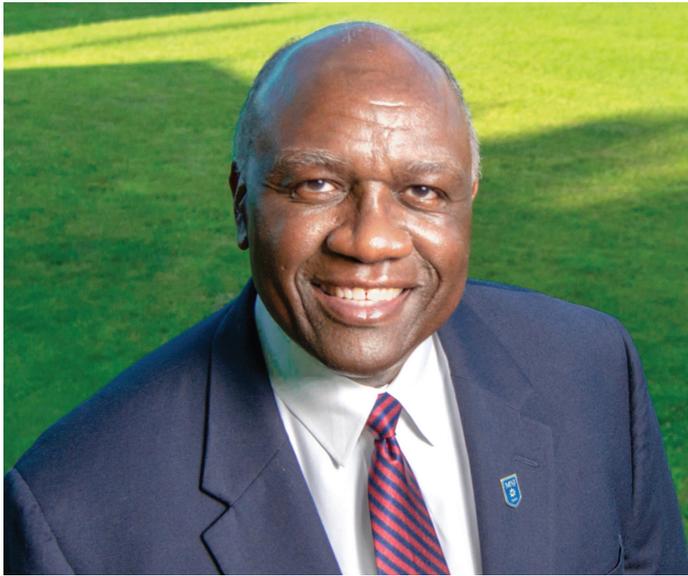


PRESIDENT'S MESSAGE



Transformation 2025
Dimensions

Dear Mount Alumni:

Transformation 2025 continues apace and remains at the heart of everything we do at the Mount. The ultimate goal of this strategic vision is to deliver unprecedented student learning experiences. These will, in turn, best prepare our graduates to make meaningful impacts on the world. I am grateful to all of the individuals, especially alumni, who are providing the financial support to turn this vision into reality.

With the help of our alumni, faculty, staff, students, Board of Trustees, and community partners, we continue to make progress along the five critical dimensions of Transformation 2025. We have also identified institutional priorities, with goals and objectives for a strategic plan that will be tracked and measured over the ensuing years to chart our progress.

The first dimension, **visibility and brand**, focuses on increasing our brand awareness and visibility in the region. We know that word-of-mouth continues to be the most effective way the community learns about the Mount, and we need your support in being a brand champion. We are already seeing our name recognition grow through our increased partnership agreements and expanded advertising initiatives.

New academic programs address current and emerging needs of the

marketplace. These include our Physician Assistant program, as well as new majors in special education, natural sciences, and behavioral science (among other fields). In addition, articulation agreements with local universities help connect more students to the Mount, as well as enable them to take the degrees they've earned with us and use them as springboards to future academic and professional success.

Employee engagement must occur across every level for the Mount to optimize student experiences and outcomes. Put simply, a highly motivated and satisfied workforce fosters truly productive and positive learning experiences for all students. We have already completed an effective engagement survey to determine where we can improve to increase faculty and staff morale, conducted focus groups, taken a closer look at salary benchmarks and the performance review process, and begun other initiatives designed to promote inclusivity, diversity, and equity.

Our **financial infrastructure** includes a greater focus on enrollments and fundraising. For the former, we have revamped financial aid, hired more admission counselors, and reinvigorated retention efforts to ensure that finances remain resilient. For the latter, we will look to further promote the various means through which donors can support the Mount, including through giving to the Annual Fund, providing restricted

gifts and endowments, and through estate planning.

The last dimension of Transformation 2025 focuses on the University's **virtual and physical infrastructure**. On the physical side, construction plans are underway for a new recreation and fitness center designed to promote health and wellness throughout our campus community. It is in this area that we urgently need contributions from each of the Mount's proud alumni, as we expect to have the new center completed by 2020.

Please understand that 80 percent of our fundraising dollars for Mount projects comes directly from individuals—not corporations or foundations. If each of us contributes, we can secure the funds needed to complete the Mount's Transformation 2025 building projects.

It never fails to impress me how alumni turn out in droves to demonstrate their Mount pride at Homecoming and other events throughout the year. I'm asking all of you to, again, please show your support for Mount students—ambitious young professionals ready to take on the world—and help us ensure that Transformation 2025 achieves its full potential.

Remember—it's our turn ... and it's our time!

Best regards,

H. James Williams, Ph.D., President