



Office of the President

12 December 2013

To: Members of the Monmouth Community

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Strategic planning is our next journey together. We are embarking on a strategic planning process over the next ten months that sets our path for years to come as we strive to take Monmouth to new heights of excellence. I am tremendously excited about your participation in the process and continuing our interactions on campus. The process is comprehensive and inclusive, collaborative and action-oriented, and I look forward to your involvement.

The entire strategic planning process is informed by the university’s mission and core values (www.monmouth.edu/university/our-mission-and-story.aspx). It is also informed by my convocation remarks in which I discuss strategic planning and the themes that drive the planning (www.monmouth.edu/university/president-s-message.aspx). The meetings I conducted across the campus with the various academic departments and administrative divisions since my convocation remarks solidify the importance of strategic planning to build on the tremendous strides the university has made in recent years.

We are truly privileged to serve the academy as we can make a transformative difference in the lives of our students. But our industry is under very close scrutiny, with our critics questioning many of the things we do and emphasize, particularly given our cost. While we need to be cognizant of the challenging higher education landscape we operate in currently, we need to be equally steadfast in “getting it right” through implementation of a carefully thought out strategic plan that serves both Monmouth and society at large in grand fashion.

As mentioned above, my convocation remarks set the stage for strategic planning and a review of my comments is beneficial background reading. Together with the support of external facilitators, a steering committee and three theme-oriented committees guide the process. The steering committee provides oversight and direction of the entire process and prepares the final report. The three theme-oriented committees – personalized learning experience, program relevancy, and global and cultural awareness – address fundamental facets of what we do for our students when preparing them for “Life after Monmouth” as articulated in my convocation remarks. The three theme-oriented committees both guide the community interchange and help identify metrics to judge our success. The steering committee coordinates across the theme-oriented committees and is sensitive to additional themes that might warrant addressing during the process.

There are numerous ways for you to participate in the strategic planning process. The steering and theme-oriented committees are facilitating community engagement in all aspects of strategic planning. The committees are using both face-to-face and electronic forums to engage the community in the process. Details on committee membership and options for participation will be provided shortly.

I look forward to your valuable and active contributions to our strategic planning process. We all know that our financial resources are limited, and frankly, we cannot do everything. We need to craft a portfolio of programs that match our faculty research and teaching passions with student interest and market demand. We need to deliver these programs with personal attention unmatched by our competitors. And we need to do this with our students always cognizant that they are citizens of the world. It is imperative that we develop a strong plan to guide us in the years ahead, and I know that we are up to the challenge.

Paul R. Brown, Ph.D.
President