

# **ASSOCIATION OF MARIANIST UNIVERSITIES**

## **STRATEGIC DIRECTIONS: 2012-2015**

**28 November 2012**

### **I. INTRODUCTION**

*“If you are looking for an excellent Catholic university...the Marianists have three!”*

In this spirit, the Board of the Association of Marianist Universities [AMU] met in August of 2012 to review and refresh their vision and mission along with developing Strategic Directions for the next three years. While these three Marianist universities in the United States [Chaminade University of Honolulu, St. Mary’s University and the University of Dayton], have a long history of cooperation, the AMU was established a decade ago and has stimulated new and creative exchanges among the diverse university communities.

The Strategic Directions and Objectives listed below are in continuity with the previous strategic plan while offering AMU constituents fresh perspectives and benefits that emerge from our relationship with each other.

### **II. THE VISION AND MISSION**

#### AMU Vision

The Association of Marianist Universities unites the diverse gifts of each of the campuses into a dynamic network that enables the Marianist universities to be leaders in American higher education. AMU assists the universities in using and adapting the Catholic and Marianist traditions of education as vital resources that support excellence and validate distinctiveness.

## AMU Mission

The mission of the Association of Marianist Universities is to support, promote and advance Marianist higher education. AMU does this by facilitating an environment to sustain cooperation and the exchange of experience and information among the members. AMU represents Marianist higher education at the national and international levels and contributes to the formation of leaders in the Catholic and Marianist educational traditions in their service to the Church and world.

### **III. STRATEGIC DIRECTIONS AND OBJECTIVES**

#### **1. Clarify and Enhance the Marianist Educational Associates (MEA) Program**

- a. Promote MEAs as an AMU-affiliated program.
- b. Create an MEA Advisory Board that reports to the AMU Executive Director and consult with the sponsorship officers and MEA leadership in the design phase
- c. Create ongoing formation curriculum and programs for MEAs that meet time constraints.
- d. Develop common MEA handbook that includes role and purpose of MEAs, formation and continuation requirements, common rituals, etc.
- e. Involve AMU Associate Director in development and delivering of relevant publications and programs for MEAs and other university constituencies.

#### **2. Expand Successful Programs and Raise AMU Visibility**

- a. Develop a more comprehensive and effective AMU website for the coordination and dissemination of information and the promotion of interchange.
- b. Increase the visibility and understanding of the AMU to both internal and external audiences.
- c. Continue dialogue with SM Province of the USA Office of Education regarding sponsorship initiatives, in particular enhancing relationship with the Marianist Education Consortium
- d. Plan for common areas of faculty research at the three universities, particularly in areas of Catholic and Marianist mission and identity, and explore funding support for the project.
- e. Promote collaborative student programming at both undergraduate and graduate levels.

#### **3. Increase Strength and Effectiveness of AMU Office through Appropriate Board and Executive Director Management**

- a. Design an effective visitation of all three universities by AMU directors.

- b. Make effective use of task forces and working groups to implement strategic AMU priorities.
- c. Periodically assess AMU staff and resources.
- d. Revise the Constitutions and Bylaws to reflect current operations and intents.

**4. Create Inter-University Gatherings Focused on AMU Goals**

- a. Develop inter-university gatherings that align with AMU goals.
- b. Monitor the successful completion, assessment and follow-up of the Civic Engagement project.
- c. Monitor and assess the Los Angeles Immersion project for undergraduate students from the three universities.

**5. Identify Assets and Common Interests for Collaboration**

- a. Identify best practices and explore possible new areas of collaboration on AMU-relevant issues.
- b. Plan for the leveraging of resources.
- c. Enhance communication and news exchange among the three campuses.

**6. Plan for Increased Involvement of University Boards and Other Constituents**

- a. Create effective means that invite the boards of trustees/regents from the three universities to enhance their understanding and support of AMU, perhaps using the current Mission and Identity board committees as a resource.
- b. Write grant proposals for financial support of a general meeting of the boards/regents of the three universities as well as national meetings of other constituents.

