

# 2022-2024 PRIORITIES & STRATEGIES

## 1 ENRICHING EDUCATIONAL EXCELLENCE

- 1.1 Maintain FTIC Advantage
- 1.2 Grow Graduate Programming
- 1.3 Improve Teaching and Learning
- 1.4 Expand Educational Collaboration
- 1.5 Improve DEI in the curriculum
- 1.6 Assess and Benchmark Progress
- 1.7 Improve Reputation and Rankings
- 1.8 Give Recognition

## 2 ENHANCING THE STUDENT EXPERIENCE

- 2.1 Improve DEI in campus life
- 2.2 Implement a work-college model
- 2.3 Expand Residence Hall Capacity
- 2.4 Document and Assess Partnerships
- 2.5 Lead with Technology

## 3 EXPANDING OPPORTUNITY & BUILDING COMMUNITY

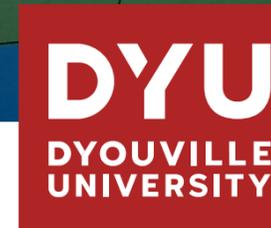
- 3.1 Strategic Enrollment Management
- 3.2 Establish DYU as a wellness capital
- 3.3 Distinguish urban identity
- 3.4 Transition to DII Athletics
- 3.5 Strengthen voice in community
- 3.6 Modernize for the Future of Work
- 3.7 Reduce Tuition Dependency

THIS YEAR'S

**MOONSHOT** ■ Develop plan for integrating Holy Angels & Karpeles Hall

# DYOUVILLE UNIVERSITY

# 2022 PLAYBOOK



**TRANSFORMATIONAL EDUCATIONAL EXPERIENCES**

Dear Colleagues and Friends,

Shiv Nadar, billionaire, philanthropist, and educational leader is quoted as saying “adaptability and constant innovation is key to the survival of any company operating in a competitive market.” In the case of D’Youville University, we are definitely surrounded by competition and our industry has experienced irreputable changed since the onset of the COVID-19 pandemic. Continuing to adapt and re-evaluate our approaches to just about everything is the only way to move forward.

This revision of the D’Youville Playbook highlights our current strategies within the three key university priorities, which are (1) enriching educational excellence, (2) enhancing the student experience, and (3) expanding opportunity and building community.

As you will read in this updated version of our adaptive strategic plan, we aren’t slowing down. Moving forward, we will have a strong focus on graduate programs and research, as we continue to evolve into an ever more complex, comprehensive university. We aim to improve our ecosystem in ways which create transformational educational experiences and will continue integrating diversity, equity, and inclusions into the cultural fabric of our campus as we strategically expand the radius of recruitment for students and employees of our community.

In response to our new landscape, this document also recognizing a selection of significant accomplishments which fall within the realms of previous strategies set forth in the 2020 Playbook. Over the past two years, we have designed award-winning, state-of-the-art facilities, while expanding scholarship, mentorship, and student life opportunities for the campus. We have focused on designing processes and physical spaces which support team cohesion and collaboration. And we have vastly expanded our partnership network with non-profit, business, and community organizations which stimulate collective impact in our region and beyond.

Given the pace of change in our industry and university activates, it is simply not possible to highlight every accomplishment. However, please know your work is greatly appreciated. The progress made is exceptional and I’m confident the strong foundation we established will serve us well long into the future. We must remain focused and continue the positive momentum if we are to navigate the enrollment and retirement cliffs being projected for higher education.

As we look forward, please remember our achievements, and stay concentrated on the goals ahead. Please celebrate our history and heritage, while being attentive to the new challenges and demands of an ever-changing society. Please remain compassionate and productive, while also being responsible and selfless with your energies—as would be done by the foundress of the Grey Nuns, St. Marguerite D’Youville.

I present to you the D’Youville 2022 Playbook; in this you will find the next series of goals our university aspires to achieve, and with the participation of the brilliant minds, warm hearts, and incredible intellect of this campus community, we will continue to stride toward the future and all it has to offer.

Sincerely,

*Lorrie A. Clemo*

Dr. Lorrie A. Clemo President



“ Nobody talks of entrepreneurship as survival, but that’s exactly what it is and what nurtures creative thinking. ”  
- Anita Roddick

## 2020 - 2022 PROGRESS HIGHLIGHTS



### ADVANCING TEACHING AND LEARNING



As part of the learning environment improvement plan, new classrooms and labs were renovated on BFAC 3rd Floor, as well as for Physician Assistant, Chiropractic, and Simulation programs. New degree programs were launched in Marketing, MFA Dramatic Theater, Occupational Therapy Doctorate, and 3-year accelerated PharmD. AACU Faculty development certificates were supported by the Title II grant, and accreditations were reaffirmed for Physical Therapy, Occupational Therapy, and Pharmacy programs.

### BUILDING PURPOSEFUL SERVICE LEARNING



Student Run Free Clinic

### ENHANCING THE STUDENT EXPERIENCE



Creating a DEI Representation Initiative



Black Matter is Life mural, installed by Maxx Moses



Sam Rapoport Senior Director, Football Development and DEI, NFL

### Growing an Integrated Network of Strategic Partnerships



Among the many partnerships developed and expanded, some to be highlighted are our collaborations with Catholic Health Systems, new international opportunities with our Wroxton College satellite campus in England, service collaborations with Feedmore, and educational opportunities with D'You Lead.



Wroxton College Satellite Campus, England

### SPONSORING FACULTY & STAFF OPPORTUNITIES

As part of the Pilot 32-hour workweek initiative, new opportunities for training were provided either via basic and advance IT training through Microsoft365 or via Google Certificates in data analytics, project management, IT Training, and user experience design.



Acquired Holy Angels and Karpeles Hall

### EXPANDING COMMUNITY ENGAGEMENT



### CREATING AN ADMISSIONS AMBASSADOR PROGRAM

REVISED CAMPUS TOUR



Marguerite Hall Renovations



Joint Covid-Diverted Graduation at Bills Stadium

### CREATING A FULL ON-CAMPUS EXPERIENCE

In alignment to a significantly larger student resident population, a wide variety of student programming was expanded, including events such as the Unpacking Ukraine event, and new intramurals and recreational activities. The DII athletics transition brought new opportunities to play men's lacrosse, crew, e-sports, and cheerleading.



### DEVELOPING A LEARNING COMMONS



Improvements to student study spaces were made in a variety of areas, including the 3rd floor of the library, and throughout the design of the Hive Space in Health Professions Hub.



### IDENTIFYING NEW FORMS OF REVENUE

The Vital Pharmacy and Thrive Rehabilitation Center were both launched as revenue generating operations which also provide practical training opportunities for students on campus.



Partnerships were created and expanded with Buffalo Prep, Science Academy Charter of New York, and the Park School.

### DEVELOPING K-12 PARTNERSHIPS



A wide variety of campus workflows were mapped and digitized via docuware, including the hiring process and on-boarding, employee change of status, procurement processes, key requests, and ID card processes.

### CREATING TEAM COHESION

The chiropractic and administrative neighborhoods were designed and constructed, moving the offices of planning, business, purchasing, institutional research and assessment, institutional advancement, and human resources all into one centralized collaborative area. Renovations were awarded the Buffalo Business First Brick by Brick Award.



### DIFFUSING OUR NEW CAMPUS IDENTITY

In February 2022, the New York State Board of Regents approved D'Youville College to become "D'Youville University. The launch of our new History and Heritage Corridor showcases our evolution in a museum-style exhibition.



### OPENED D'YOUVILLE'S HEALTH PROFESSIONS HUB

## MOONSHOTS

The hub welcomes a new paradigm of collective impact to our campus, focusing on ways to improve student learning, campus and community services, and private enterprise all at the same time. The project has been recognized by various awards including the Fast Company World Changing Ideas award, and Buffalo Business First Brick by Brick award.

Nik Wallenda walks high wire during grand opening ceremony.



Buffalo Common Council proclaimed June 17, 2021 to be "Health Professions Hub and Nik Wallenda Day"