

We can never say “it is enough.”

Catherine McAuley, Founder of the Sisters of Mercy

The Strategic Plan Annual Report for
Mount Mercy University
2008-2009





Dr. Christopher Blake
President
Mount Mercy College

A MESSAGE FROM THE PRESIDENT

This document provides a report on The Plan for Mount Mercy University 2008-2012. Here we review the progress made and the main tasks ahead on our road to University status, as a regionally distinctive University and a national leader in Mercy higher education. In the first year of the Plan we have made significant strides in spite of unprecedented challenges, such as the June 2008 floods in Cedar Rapids and surrounding areas, and the arrival of global economic recession. The progress we have made in transforming Mount Mercy is outlined below.

Critical to our success has been the cogency and institutional fit of the Plan, and a planning process that involves campus input. The Plan's implementation is overseen by the Strategic Planning Advisory Committee, which advises on key priorities. We have additionally used the Plan as a basis for a series of campus "fireside chats" at the President's home, continuing the dialogue essential to its success. We have also formed a Finance Advisory Sub-Committee to evaluate financial challenges and possibilities in the Plan's implementation.

The use of key institutional data is a new and critical feature of The Plan for Mount Mercy University 2008-2012. The Office of Institutional Research is charged with developing and monitoring key performance indicators. This feature of data-informed decision-making is now central to the Plan's progress.

Collectively, these factors provide a level of accountability that Mount Mercy is channeling through all organizational levels. That accountability will propel excellence, define progress, and clarify options for growth. Our commitment to performance and integrity has never been clearer or more important on our institutional path. Our mission as a Catholic undergraduate and graduate University, committed to goals of reflection, engagement, service and life, comprise the core of this Plan. Please contact me at president@mtmercy.edu with any questions.



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THEME 1

A Vibrant Teaching and Learning Environment

Mount Mercy is committed to building a challenging and engaging teaching and learning environment that is grounded in the Mercy tradition.

THEME 2

Student Experiences

Mount Mercy will foster an engaged university community where a diverse student population participates in campus activities, strong residential programs, international experiences, and personal and spiritual growth in an atmosphere promoting service to the common good.

THEME 3

Sustainable Institutional Resources

Mount Mercy commits to implementing mission through the sustainable growth of a robust and responsible financial environment, an engaging campus environment, and the human resources necessary to accommodate growth in quality and quantity of undergraduate and graduate students.

THEME 4

Visibility, Marketing and Outreach

Mount Mercy commits to becoming increasingly visible in the Midwest and in the Conference of Mercy Higher Education through appropriate marketing efforts and dedicated community outreach.

THEME 5

Catholic Identity and Mercy Mission

Mount Mercy commits to develop its Catholic identity through its spiritual life, curricular and co-curricular programming, and service to the community.

Strategic Plan: Key Performance Indicators**2008-2009
Academic Year****2008
Fiscal Year****Fall 2012
Aspirational****Theme 1: A Vibrant Teaching and Learning Environment**

Percent of Faculty with Terminal Degrees	55%		70%
Off-Campus Delivery Sites**	0		2
Higher Learning Commission Accreditation	To 2012		Re-Accredited in 2012

Theme 2: Student Experiences

Student Satisfaction Rating: (2007 Survey)

Experiencing Intellectual Growth	5.47		5.90
Commitment to Academic Excellence	5.46		5.90
Being Made to Feel Welcome	5.37		5.90
Student/Faculty Ratio	14:1		13:1
International Program Partnerships	2		4
NAIA Number of Sports Offered	13		15
Number of Graduates Per Year	429		455
Graduation Rate - 4 Year (5 Year Average)	52%		54%

Theme 3: Sustainable Institutional Resources

Total Semester Headcount	1555		1800
Total New Student Headcount – All Programs	599		690
Traditional Program Headcount	1074		1175
Adult Accelerated Program Headcount	400		500
Number of Enrollments – Adult Accelerated Program	866		1000
Graduate Program Headcount	81		125
Full-Time Equivalency (Undergraduate)	1220		1440
Freshmen Retention Rate	81%		83%
Residential Student Headcount (Live on Campus)	401		450
Percentage of Occupancy of Residential Housing	79%		90%
Composite Financial Index (5-Year Average)		3.88	5.50
Return on Net Asset Ratio		(4.8)	Inflation + 3 To 4%
Tuition Dependency		71%	55%
Tuition Discount Rate		32.6%	34%
Unrestricted Annual Fund (June 30, 2008)		\$957,000	\$1,100,000 Pending
Total Value of Endowment (June 30, 2008)		\$21,800,000	\$28,000,000
Endowment Per Student FTE		\$17,400	\$19,500
Capital Campaign Total Gifts		0	\$30,000,000

** Hawkeye Community College, Wenig Road

REVIEW ACADEMIC AND CO-CURRICULAR PROGRAMS

Goal #1: To implement a complete review of academic and co-curricular programs, including a focused revitalization of our core curriculum to support our aspiration as a leading Mercy university.

A complete review of the academic programs helped determine areas of strength and areas with challenges needing to be addressed within the curriculum and within the departments themselves. The Provost's Office required each academic department to thoroughly examine its responsiveness to the College mission, demand for the major, distinctiveness, curriculum, productivity, faculty credentials, and accomplishments in an annual departmental report. The annual report is used for evaluation, feedback, and to assist with planning and establishing departmental goals for the upcoming year. As a result of the process, five majors were deleted and two were significantly restructured.

The 2008-09 year resulted in completion of the final general education core, or the Core Curriculum. Students will gain knowledge through more interdisciplinary portal courses heavily woven with the Mount Mercy mission and values. The various Core domains were established and new portal courses were developed to introduce students to Mount Mercy and to help them experience a Mount Mercy education grounded in the rich heritage of the Sisters of Mercy and the Catholic intellectual tradition.

A proposal for a major in Spanish was partially developed. This program is on hold due to the economic climate.

In the Enrollment and Student Services area, Residence Life developed a plan to create Living and Learning Communities for implementation in the 2009-10 academic year. The student leadership program, Emerging Leaders, was also reviewed and restructured.

THRIVING GRADUATE PROGRAMS

Goal #2: To develop and implement several thriving graduate programs.

The 2008-09 year provided a tremendous start to the graduate programs at Mount Mercy. Both the Education program and the MBA program exceeded enrollment expectations for the first academic year. Workshops were held at the beginning of the year to orient the new faculty teaching in the graduate courses to teaching and scholarship expectations for graduate level coursework.

The graduate program continues to be marketed through printed media developed in conjunction with the undergraduate "branding" and through open houses held on campus.

One objective established for the 2008-09 year was to hire a full-time faculty in the MBA program. This objective has been placed on hold and will remain under evaluation until the College can determine the stability of the economic crisis.

PIPELINE PROGRAMS, PARTNERSHIPS, EXPERIENCES

Goal #3: To identify and strengthen a diverse group of pipeline academic programs, experiences and partnerships that increase enrollment, enhance community engagement, and assist retention.

For the 2008-09 year the two primary pipeline programs developed were generated from the adult accelerated arena. A new relationship with Hawkeye Community College has been created. Mount Mercy will begin delivering classes in an evening, accelerated format on the Hawkeye campus in the Fall of 2009, for Hawkeye students to complete their bachelor's degree. A chamber expo in April 2009 helped market the program.

Our long-standing partner, Kirkwood Community College, invited Mount Mercy to offer classes on the Kirkwood-Monticello campus starting Fall 2009. Students will complete up to 75 credits with Kirkwood and complete the remaining 48 credits with Mount Mercy for their bachelor's degree; Higher Learning Commission approval is pending.

Innovative partnerships like the pilot program with Anamosa State Penitentiary offer students and faculty opportunities to express Mercy tradition in its finest capacity.

THEME 1

A Vibrant Teaching and Learning Environment

Measures of Accountability

Percent of Annual Academic Department Reports Submitted: 100%

New Portal Courses: 9

New or Rejuvenated Courses Adapted for Core Domains: 55

Graduate Education Program Information Sessions: 2

Graduate MBA Program Information Sessions: 2

Fall 2008 Semester Enrollment of Graduate Students: 81

Academic Support Program Review: Library – April 2009

Majors Approved by Higher Learning Commission to be Offered on Hawkeye Campus:
Applied Management
Management

Majors, Pending Higher Learning Commission Approval, to be Offered on Kirkwood-Monticello Campus:
Applied Management
Business

Graduate Peer Review Form Developed with Criteria to Assess Faculty Teaching Graduate Courses

Teaching and Scholarship Workshops for Faculty Teaching Graduate Courses Held:
August 14
November 17

THEME 1

A Vibrant Teaching and Learning Environment

Measures of Accountability

Percent of Faculty with Terminal Degrees: 55%

Number of Summer 2009 Scholarship Applications: 21

Dollar Amount of Summer 2009 Scholarships: \$40,000

Faculty Recognition Dinner Held: Fall 2008

Each Major has Assessment Plan in Place: Yes

Each Graduate Program has Assessment Plan in Place: Yes

Data and Decisions Workshop Attended: October 2008

Strategic Budgeting Model Under Development: Spring 2009

Reviewed Compliance with UMIFA and UPMIFA: Spring 2009

Number of New Academic Departments Established after Reorganization: 8

Tentatively Titled:

Department of Business

Department of Communications, Literature and Art

Department of Criminal Justice, History and Political Science

Department of Education

Department of Nursing

Department of Philosophy, Religion and Campus Ministry

Department of Psychology, Sociology and Social Work

Department of Science, Math and Computer Science

FACULTY DEVELOPMENT AND SCHOLARSHIP

Goal #4: To strengthen and support faculty development, scholarship and qualifications.

Mount Mercy strives to both strengthen and support its faculty. The Director of Faculty Development worked diligently to offer development opportunities to faculty through workshops, training sessions, Lunch and Learning topics, and through various outside speakers. The College continues to support faculty scholarship by making financial resources available for summer scholarship programs. While some budgets were being trimmed this year, budgets for faculty presenting at conferences and pursuing doctorates were actually increased in recognition and support of scholarship.

Faculty were recognized formally at a faculty recognition dinner in 2008. Two full-time faculty enrolled in doctoral programs this year, and two completed doctorates.

ACADEMIC DEPARTMENT REORGANIZATION

Goal #5: To revise the organizational structure of our academic departments to increase efficiency, define chair roles and encourage interdisciplinary work, where liberal arts and professional preparation are integrated and promoted.

With feedback from the faculty, the Provost's Office brought restructuring to a long-standing academic organizational structure. Seven academic divisions and twenty-two academic departments were consolidated into eight newly aligned academic departments.

The role of the department chair was defined and a job description developed. Eight department chairs, following an application and interview process, were appointed for 2009-10.

HIGHER LEARNING COMMISSION RE-ACCREDITATION

Goal #6: To obtain institutional re-accreditation without sanctions by the Higher Learning Commission of the North Central Association.

Mount Mercy views accreditation by the Higher Learning Commission as validation of its continual efforts toward quality in programs, accountability to its students, fiscal responsibility, and overall effectiveness of institutional operations. Each academic major and graduate program is following an assessment plan and using the results to improve the curriculum.

Non-academic departments, such as student services, are establishing departmental outcomes and assessment goals tied to the mission of the College for the purpose of more accountability in operations. Work on these goals began this year with a review of current practices.

Some members of the administration attended a conference hosted by Council of Independent Colleges on the use of data in decision making to help increase institutional effectiveness, while others attended the 2008 annual meeting of the Higher Learning Commission.

STUDY ABROAD INITIATIVES

Goal #1: To implement new and thriving study abroad initiatives with participation by faculty, students and staff from across a broad range of programs and departments.

Global awareness and international experiences are essential to understanding our world. Mount Mercy is committed to expanding opportunities of internationalism into the educational experience, and is committed to offering those opportunities to its students and faculty. By strengthening the current relationship with Palacky University in the Czech Republic and creating new partnerships with other institutions, such as Canterbury Christ Church University, students will have more opportunities to study and travel abroad.

Further steps to increase global awareness and incorporate tolerance and intercultural understanding into the curriculum include the examination of the current International Studies major and revision to its curriculum, extending invitations to faculty at international institutions to teach at Mount Mercy, international travel opportunities within classes, and international speakers and presentations on campus.

PARTICIPATE IN FIELD EXPERIENCES, PRACTICA, INTERNSHIPS

Goal #2: To ensure all students have the opportunity to participate in field experiences, practica and/or internships.

A strength of the Mount Mercy experience is the practical application of skills learned in the classroom. Many majors require a practicum or internship in the field to complete the program. Hands-on, practical application of foundations and theories in a supervised, formal setting supports students' engagement in their educational experience. Mount Mercy is committed to ensuring all students have the opportunity to participate in a practicum or field experience.

VIBRANT INTELLECTUAL COMMUNITY

Goal #3: To sustain a vibrant intellectual community supported by an Honors program that demonstrates innovative pedagogy, interdisciplinary inquiry, and faculty-student collaboration.

There were no specific objectives established for this goal in 2008-09.



THEME 2

Student Experiences

Measures of Accountability

Partnership Established with Canterbury Christ Church University: Fall 2008

Collaboration with Consortium Institute of Management and Business, Paderno, Italy: Spring 2009

Education Faculty Visit Canterbury University: March 2009

Seven Students Visit Canterbury University: March 2009

International Studies Major Revised: Fall 2008

Fulbright Scholar in Residence from Palacky Approved: Spring 2009

Majors Requiring an Internship or Practicum: 14

Percentage of Graduates Completing an Internship or Practicum: 61.5%

Speaker, Former President of Palacky University, Czech Republic: May 2009

Eighteen Students Volunteered at Weinberg Senior Residence, New York City: March 2009

Seventeen Students Volunteered in San Juan, Texas: March 2009

Emerging Leaders Program: 1700+ hours of service 2008-09

THEME 2

Student Experiences

Measures of Accountability

Women's Cross Country

2008 MCC Conference
Champions

Ryan Scheckel '01:

2008 MCC Women's
Coach of the Year

One MCC All-Conference
Honoree

Volleyball

Recipient of 2008 Buffalo
Funds Five Star Award

One NAIA Champion of
Character Award Honoree

Women's Basketball

One First Team
All-Conference Honoree

One MCC Honorable Mention
Newcomer of Year Honoree

One MCC Honorable
Mention Honoree

Men's Basketball

One First Team
All-Conference Honoree

Men's Soccer

One First Team
All-Conference Honoree

Four MCC Honorable
Mention Honorees

Women's Soccer

Two First Team
All-Conference Honorees

Two MCC Honorable
Mention Honorees

Student Athlete Retention Rate
2007-08 to 2008-09: 87.7%

STUDENT ENGAGEMENT

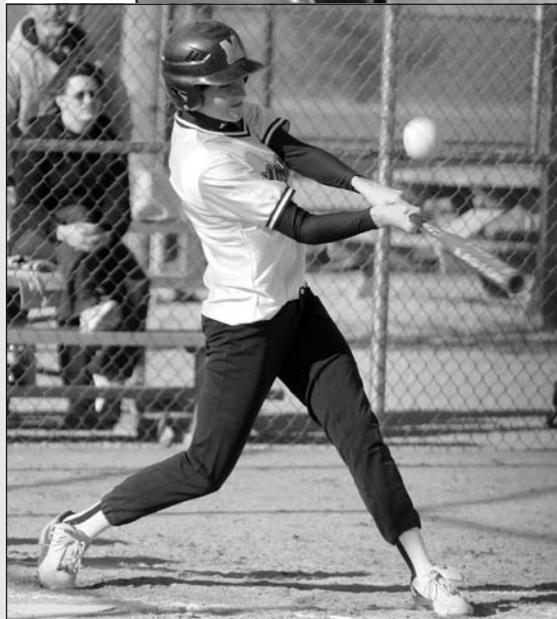
Goal #4: To strengthen and increase student engagement in culturally rich student clubs, organizations, and co-curricular activities.

Co-curricular programming was reviewed and benchmarked against other higher education institutions. A examination of best practices in co-curricular activities was conducted and a plan developed to optimize resources with best practices while challenging students to increase their engagement in a campus community focused on a culture of student-centeredness and student wellness.

ATHLETIC PROGRAMMING AND FACILITIES

Goal #5: To develop athletic programming and facilities that enhance the recruitment, retention and success of a diverse body of student-athletes, and promote the physical wellness of all students.

Specific objectives for this goal are suspended until the Campus Facilities Master Plan is completed. Currently the Master Plan calls for a new sports and wellness facility. Until the Master Plan is finalized, no developments will occur in athletic programming. However, discussions regarding alternative future plans for athletic scholarships are being undertaken.



ENROLLMENT GOAL OF 1,800

Goal #1: To achieve an enrollment goal of 1,800 students with a programmatically balanced population, while utilizing best practices for recruitment and retention.

A programmatically balanced enrollment of 1,800 students will utilize the full potential of the facilities and infrastructure at Mount Mercy. A committee of faculty and staff was formed and is developing an Enrollment Strategic Plan to guide achievement of enrollment goals. Growth in enrollment will be accomplished through competitive strategies to increase the populations of traditional freshmen, transfer students, adult accelerated students, graduate students, and special populations students such as high school and COE visitors. The Enrollment Strategic Plan will attempt to balance the percentage of female and male students, professional preparation students with liberal arts preparation students, and contribute to a culturally diverse student body.

Careful attention will be paid to the retention of students. Mount Mercy recognizes the value of retaining students to completion of their degrees and strives to increase the retention rate of each student population.

SUCCESSFUL FUND-RAISING CAMPAIGN

Goal #2: To develop and implement a successful, comprehensive fund-raising campaign, including capital, endowment, and annual fund goals.

The capital campaign experienced a slow down in the fund-raising process during the 2008-09 year. There were several contributing factors, such as the major flooding in Iowa, the search process for a new Vice President for Institutional Advancement, the development of the Campaign Planning Committee, the identification of capital projects to be included in the campaign, and the development of a case statement and supporting materials. Each step in the process was met with diligence toward moving forward and beginning the campaign.

CAMPUS FACILITIES MASTER PLAN

Goal #3: To develop and implement an environmentally responsible and community conscious campus facilities master plan.

Students returned in the Fall of 2008 to a newly renovated Dining Center along with environmentally friendly practices such as "trayless dining." Adult and graduate students were pleased with the addition of Basile Beans, a coffee bar added to the lower level of Basile Hall. Throughout 2008-09 the Facilities Department also oversaw the implementation of Alliant Energy updates.

The year also brought continued work on the Campus Facilities Master Plan. Presentations of concepts for proposed physical changes to the campus were made to students, faculty and staff. Included in the renovation proposal was a "green walkway" in the center of campus. Implementation of any facets of the plan are on hold until final decisions are made on the capital campaign.

THEME 3

Sustainable Institutional Resources

Measures of Accountability

Fall 2008 Headcount: 1,555
Fall 2008 Traditional: 1,074
Fall 2008 Accelerated: 400
Fall 2008 Graduate: 81
Five Year Average – Retention
Rate of Freshmen:
Return second year: 75.2%
Return third year: 65.5%
Return fourth year: 63.2%

Renovation Projects in Campus
Facilities Plan:
Recreation Wellness Facility
Fine Arts Facility
University Student Center
Greenspace Plaza and Walkway

Board Retreat for Capital
Campaign: February 2009

Dining Center Renovation
Completed: August 2008

Basile Beans Coffee Bar
Open: September 2009

Case Statement Developed & 90%
Complete: Spring 2009

Three New Members Added
to the Board: 2009

Campaign Top Prospects
Identified: Spring 2009

Planning Committee Chair
Selected: Fall 2008

Planning Committee Members
Selected: Fall 2009

Building Projects Prioritized for
Campaign: Spring 2009

Prospects Communication Plan
Developed: Spring 2009

Direct Mail Campaign:
80% Complete

Monthly Review of Goals/Donor
Participation: Spring 2009

THEME 3

Sustainable Institutional Resources

Measures of Accountability

Great Plains Accounting
Package Live: July 1, 2008

Great Plains Human Resource
Package Live: April 1, 2009

Great Plains Payroll
Package Live: Summer 2009

PowerCampus Software Package
Live: Tentatively April 27, 2009

Self-Service Software
Package Live: Summer 2009

Performance Development
Training Seminars Held:
February 2009
March 2009

Employees Convert to 401(k)
Retirement Plans: August 2008

Financial Aid Services Company
Audit: Financial Aid Office –
April 2009

Moved Reporting of Financial
Aid Office to Vice President for
Finance: January 2009

CONVERT ADMINISTRATIVE SOFTWARE

Goal #4: To convert all campus administrative software to the SunGard PowerCampus system.

Infrastructure is critical to a growing institution. The new administrative software will provide greater access to data and more flexibility to accommodate new programming and expanding enrollment. The new software is based on an inter-relational database which allows for the sharing of information across the campus, which in turn helps to dissolve information silos.

COMPENSATION PLAN FOR FACULTY AND STAFF

Goal #5: To implement a plan assuring equitable and competitive compensation for faculty and staff.

Changes in the governmental reporting for 403(b) retirement plans led to a complete conversion from the 403(b) format to 401(k) plans. After employee involvement in the selection of 401(k) plan providers, employees were notified of the change and were assisted with making the conversion. Phase 1 of the compensation plan (the first 1/2 of the salary benchmarks) was implemented in 2008-09.

PERFORMANCE PLANS FOR BOARD, FACULTY AND STAFF

Goal #6: To enhance professional growth and accountability through the development of performance plans for the Board of Trustees, faculty, and staff of the College.

To help ensure a productive workforce that is prepared for expansion in programs, growth in enrollment and transformation into university status, the College has developed a performance-based plan for pay incentive. Training sessions were held with employees to discuss expectations of performance-based plans and provide guidance for application of performance methods in the work environment.

WENIG ROAD UNIVERSITY CENTER

Goal #7: To launch the Wenig Road University Center as a high quality, operational off-campus site with enrolled and delivered non-traditional classes.

There were no specific objectives established for this goal in 2008-09.

BEST PRACTICE FINANCIAL AID

Goal #8: To provide best-practice programs of financial aid and financial planning to enhance student recruitment, strengthen student financial literacy and responsibility, and minimize student debt.

The Financial Aid Office was realigned to report to the Vice President for Finance in order to better serve students. The Financial Aid Office underwent a review of all procedures to ensure best practices were being followed.

UPDATE CAMPUS COMMITTEE STRUCTURE

Goal #9: To review and update our campus committee structure to increase efficiency and communication.

There were no specific objectives established for this goal in 2008-09.

REGIONAL MARKETING PLAN

Goal #1: To implement an integrated and comprehensive regional marketing plan.

Several outside consulting sources confirmed Mount Mercy's past brand identity as only a local college specializing in nursing, making the institution invisible to potential students within the region. After careful examination and through the use of an intentional and coordinated marketing plan, integrated across the mediums, Mount Mercy is re-introducing itself to the Midwest through its aspirational identity focusing on being seen as offering students a challenging, practical and engaging education. A consistent slogan is being threaded throughout the marketing efforts: Reflect – Engage – Serve – Live – and is found in print media, the web, and campus signage.

Mount Mercy is re-energizing relationships with media contacts and increasing the amount of free media opportunities in both the local and regional press. A partnership with The Lawlor Group has provided continued direction for increasing name recognition within the region.

COMMUNICATE MOUNT MERCY BRAND

Goal #2: To strengthen and communicate effectively the Mount Mercy brand internally and externally, ensuring quality, consistency, and uniformity of electronic and print communications.

Mount Mercy understands the value of brand identity and has developed resources to create uniformity through advertising and marketing pieces. Previously disjointed marketing messages have been "married" into a family of cohesive and themed marketing pieces, both electronic and print, to help build Mount Mercy's image on campus, in the local community, and throughout the region. Mount Mercy is also ready to launch a new brand and word mark in July 2009.

THEME 4

Visibility, Marketing and Outreach

Measures of Accountability

Regional Advertising in 20 cities including urban areas of:
Des Moines
Dubuque
Quad Cities
Waterloo / Cedar Falls

Increase in Marketing Budget for 2008-09: \$30,000

Development of Social Media to Promote Mount Mercy, including Facebook and Twitter: Fall 2008

E-Newsletter Developed
First Distribution: Fall 2008

Mount Mercy Signage at 26 Iowa High Schools:
Began Fall 2008

Signage Updated on Campus Grounds: Fall 2008

New Billboard Advertising in Cedar Rapids Market Posted: Fall 2008

Specialized Marketing for Traditional, Advance, and Graduate Admissions
Re-design: 80% Complete



THEME 4

Visibility, Marketing and Outreach

Measures of Accountability

President Serves:
Symphony Board
Chamber of Commerce
ICCPHSE Coordinating Council
Rotary Board

Mount Mercy Recognized By
Cedar Rapids Community
School District for Community
Partnership: February 2009

Photo Archives Expanded:
Fall 2008

Story Archives Started:
Fall 2008

Improved Web Site Launched:
Fall 2008

Community Forum on National
Financial Situation Hosted:
Fall 2008

Public Debate with Linn County
Sheriff Candidates Hosted:
Fall 2008

Survivor of Hiroshima Attack
Speaker Hosted: Fall 2008

Re-employment Information
Event Held: March 2009

Author Series Events: Fall 2008
and Spring 2009

Faculty/Staff Speakers Bureau
Re-initiated: Spring 2009

COMMUNITY OUTREACH PROGRAMS

Goal #3: To increase the number and diversity of community outreach programs and activities, and to use these for internal and external marketing.

Mount Mercy strives to be the partner of choice in relationships with the business community, educational institutions, area residents, and civic organizations in the region. As a responsible community partner, Mount Mercy encourages participation of its members in local and regional organizations.

Throughout the 2008-09 year Mount Mercy arranged volunteer groups to assist with flood clean-up and repair work in the Cedar Rapids area. Service to the community is also provided by members of the Mount Mercy faculty and staff serving on committees and boards throughout the city.

INCREASE INTERNAL AND EXTERNAL VISIBILITY

Goal #4: To share and promote the histories, stories, and expertise of members of the Mount Mercy community in order to increase internal and external visibility.

Mount Mercy is committed to becoming increasingly more visible in the Midwest and in the Conference of Mercy Higher Education through appropriate marketing efforts. One of the underlying themes of the marketing efforts is the sharing of personal stories and the impact Mount Mercy has had in people's lives. The Mount Mercy Magazine continues to focus on the talents and accomplishments of our faculty, staff, students, and alumni. Work is being done to create a compendium and archive of biographies and personal stories for use in marketing. Stories are being collected from faculty, staff, students, coaches, and parents. The archive will be completed with photos of campus events and people.

The 2008-09 year also brought the launch of an up-dated web site to better represent the College. Work continues on the site to increase visibility and awareness of Mount Mercy and its programs.

Home | myCampus | News | Directory | Site Index
Google Custom Search Go

Mount Mercy College

REFLECT ENGAGE SERVE LIVE Quick Links

Pick your path
Future Students
Current Students
Visitors

About Mount Mercy
Academics
Admission
Alumni
Athletics
Bookstore
Campus Life
Giving
Library

News and Headlines

Mount Mercy Students in Free Enterprise win regional championship
CEDAR RAPIDS, Iowa (March 20, 2009) --
Mount Mercy College's Students in Free Enterprise (SIFE) team won its twelfth consecutive SIFE Regional Championship March 20 in Minneapolis, Minnesota. The Mount Mercy team advances to the SIFE National Competition to be held May 10-11 in Philadelphia, Pa.

Mount Mercy to host OPERA Iowa benefit concert
CEDAR RAPIDS, Iowa (March 18, 2009) --
Mount Mercy College will host Des Moines Metro Opera's educational touring troupe, OPERA Iowa, for a special performance of *The Barber of Seville* on Wednesday, April 1 at 7:30 p.m. in Stello Performance Hall in Warde Hall. All proceeds will benefit the Cedar Rapids Opera

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CATHOLIC INTELLECTUAL TRADITION

Goal #1: To explore and strengthen the Catholic intellectual tradition in the Mount Mercy educational experience.

Mount Mercy is proud of its distinctive Catholic identity and as a part of the strategic plan, seeks to infuse Catholic tradition and heritage into the educational experience of its students. Activities such as faculty breakfasts have provided opportunities for discussion of the College's Catholic identity. Fireside chats at the President's home were held so faculty and staff could discuss the importance of Catholic concepts within the strategic plan.

Mount Mercy is incorporating the Catholic intellectual tradition into campus management by creating a Sustainability Committee, which meets to provide oversight and guidance regarding issues concerning the consumption of resources. An annual assessment report will be presented to the President and the Board of Trustees.

COMMUNITY SERVICE AND SERVICE LEARNING

Goal #2: To increase significantly the number of students who engage in community service and service learning.

Service learning is a pillar of the Sisters of Mercy's traditions. Students, faculty and staff can expect to find abundant opportunities to engage in community service and service learning. In 2008-09 several workshops and speakers provided information on the integration of service learning into the classroom. Projects such as the winter term Eastern Iowa Ice Skating Club Audit provided the opportunity for accounting students to perform service while learning about auditing.

Throughout the year, the Office of Volunteerism and Service Learning provides students, faculty and staff opportunities for engagement in the community. Residence Life's Living and Learning Communities, being implemented Fall 2009, were developed around the concepts of the Mercy Values and Service. The 2008-09 year also brought a complete review of the Emerging Leaders program, in which best practices were formulated and recommendations made based on servant leadership and Mercy values. The Emerging Leaders program will also focus on service learning.

Service to the community was exemplified by the women's volleyball team, who were recognized by the NAIA for devoting practice time to help repair flooded homes.

MERCY TRADITIONS

Goal #3: To identify and strengthen the connection between the Mercy traditions and the work of the University.

Mount Mercy College will grow into Mount Mercy University, but only through the strength and connection between the Mercy traditions and the work of the institution. The inspiration of the Sisters of Mercy resonates throughout the campus and will continue to be the heritage upon which the University will secure its future.

During 2008-09, efforts were made to increase contact between the students and the Sisters, more visual representations across campus of Mount Mercy's commitment to mission were put into place, and the College strived for more collaboration with the Mercy Higher Education Conference.

THEME 5

Catholic Identity and Mercy Mission

Measures of Accountability

Faculty Breakfast Held:
Fall 2008

Fireside Chats Held:
Spring 2009

Sustainability Committee
Formed: Fall 2008

Lunch-n-Learning on Service
Learning: August 2008

Faculty Workshop on Service
Learning: September 2008

Speaker on Development of
Service Learning in Classes:
January 2009

Speaker on Reflection, Analysis
Service Learning in Classes:
January 2009

Winter Term Travel Courses
Offered with Service Learning:
Sociology of Katrina
Service Learning – An
Immersion Approach

Feld Chair Directed to
Mission Focus: 2008-09

Framed Mission and Value
Statements Hung in Offices

Weekly Tea with the
Sisters of Mercy

President Serves on Mercy
Higher Education Council

Volleyball Team Honored by
the National Association of
Intercollegiate Athletics:
Fall 2008

THEME 5

Catholic Identity and Mercy Mission

Measures of Accountability

Multicultural Fair: Fall 2008
Attendance: Up 14.2%
Student Participation: Up 66%
Vendors Participation: Up 50%

Speaker on Hispanic
Immigration: Fall 2008

Panel of Immigrants
Discussion: Fall 2008

Presentation on Czech
Immigration: Fall 2008

Noon Mass Held
Each Wednesday

Sunday Evening Mass

Student Essay Contest on
Virtue of Hospitality:
Spring 2009

Lunch and Learning Series on
Preferential Option for
Poor: March 2009

Hiroshima Peace Memorial
Museum Traveling Exhibit,
Busse Library: Fall 2008

Peace and Human Rights
Speaker: April 2009

Shoah Holocaust
Remembrance Service:
April 2009

FOSTER TOLERANCE AND INCLUSIVENESS

Goal #4: To foster a community of tolerance and inclusiveness where diversity among faculty, staff, and students is supported to strengthen our sense of identity and community.

Mount Mercy is an inclusive and welcoming campus. Diversity in race, religious background, cultural community and living experience is met with a spirit of tolerance and inclusiveness. Events such as the Multicultural Fair offer the campus and external community the opportunity to experience diverse cultures. Outside speakers were invited to campus to share their expertise and to help strengthen a shared sense of community.

Mount Mercy hosted speakers on immigration, a panel discussion with immigrants sharing their stories of perseverance, and a cadre of speakers who provided a perspective on their faith. Mount Mercy was selected as a partner of choice by the Welcoming a Stranger Committee and the group partnered in the Multicultural Fair event to enhance the number of vendors and attendance at the Fair.

A thorough review of residential programming was conducted. Professional programming standards as well as best practices were consulted, which led to a renewed partnership with Residence Life to ensure the implementation of expectations and establishment of goals in residential programming.

DISTINCTIVE CAMPUS MINISTRY PROGRAMMING

Goal #5: To strengthen distinctive campus ministry programming, including the liturgical and sacramental life on campus, involving broad participation from faculty, staff, and students.

Mount Mercy will be an ecumenically sensitive Catholic College where religious diversity will be welcomed. Students, faculty and staff of all religious backgrounds are welcome to attend Mass offered in the Chapel of Mercy.



Statement of Values

As members of the Mount Mercy community, grounded in the tradition of the Sisters of Mercy and our Catholic identity, we are committed to:

Lifelong learning and education of the whole person

We believe that education is a lifelong experience where learning empowers the whole person, intellectually, spiritually, emotionally, and physically.

Pursuit of truth and dignity

We foster free inquiry in a compassionate culture where our dedication to faith, truth and mercy supports the dignity of each person within the human community.

Commitment to students

We acknowledge and affirm that our students' needs are central to decisions that affect community life.

Justice

We advocate for equality by actively creating just and healthy relationships in our learning community and in our global society.

Gratitude

We celebrate with humility all gifts and talents bestowed by God and faithfully share these blessings with the wider community.

Hospitality

We accomplish our work in the spirit of Catherine McAuley's graciousness and inclusion that welcomes all people and perspectives.

Service

We instill a sense of responsibility and caring that calls us to serve the common good.

Approved by Board of Trustees April 28, 2007



Mount Mercy College

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