GOAL 1: CREATE DETROIT'S "COLLEGE TOWN"

	Implementation Plan
Legend: Implementation Timeline	GOAL 1: CREATE DETROIT'S "COLLEGE TOWN"
Initiate	Detroit Mercy will enhance the student experience and the University's standing in the region through a
In Progress	recommitment to the improvement of our facilities and programing.
Complete	
Continuous Detroit Mercy Practice	

Goal 1 Metrics: applications, enrollment, retention rates, graduation rates, student engagement in co-curricular and extra-curricular activities, allocated capi improved student housing and campus-wide physical spaces, community participation in events on campus, student-community engagement, community partnerships, and student satisfaction with student life and campus facilities

Strategy 1.1	Enhance Student Engagement													
Action Plan 1.1.1	Provide 24/7 Student Life. Create a college town feeling through 24/7 activities on campus, and a more energetic and collegiate atmosphere.													
	Tactics	F19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24		
Tactic 1.1.1.1	Intentional Programming. Create programing that is an extensi the mission and our core values – to develop the "whole perso and to create truly engaging and nevents and programs.	า,"												
Sub-Tactic 1.1.1.1	1													
Sub-Tactic 1.1.1.1	Create and sustain one new position in Student Life focused o 2 Student Development, Student Events, and Programming.													
Sub-Tactic 1.1.1.1	Create and sustain one new position in Student Life or Univers Services available on nights and weekends to support after ho programming.	urs												
Sub-Tactic 1.1.1.1	Increase funding for student activities.													
Sub-Tactic 1.1.1.1	Assign a "Major Gift Officer" to support the Dean of Students (as the Dean of Libraries) for all student programs not directly relat specific schools and colleges.													
Sub-Tactic 1.1.1.1	Examine and coordinate advocacy and solidarity events to imp 6 reflection and articulation of our Jesuit and Mercy values and to University Mission, including Celebrate Spirit!	ne												
Sub-Tactic 1.1.1.1	Revise and Enhance Service in the City, Annual Day of Service Service Immersion Trips													
Sub-Tactic 1.1.1.1.	Ba													
Sub-Tactic 1.1.1.1.	Maintain the Campus Ministry Student Intern Formation Progra													
Sub-Tactic 1.1.1.1	Create and offer events and activities that appeal particularly to gresidential (a.k.a., commuter) and non-traditional students.													
Sub-Tactic 1.1.1.1.	10													
Tactic 1.1.1.2	Look for opportunities to reinforce school spirit (Titan Pride) through athletic and University-sponsored events. Increase Titabranding on all campuses.	an												

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	Initiate	Detroit Mercy will enhance			•				•	standir	ig in th	e regio	n thro
	In Progress	recommitment to the impr	oveme	ent of o	ur facil	ities ar	nd prog	gramino	g.				
	Complete												
	Continuous Detroit Mercy Practice												
mproved student	applications, enrollment, retention ra housing and campus-wide physical I student satisfaction with student life	l spaces, community partic		~ ~									
Strategy 1.1	Enhance Student Engagement (continued)												
Action Plan 1.1.2	Include Community Events - To foster a more dynamic atmosphere, provide significant high quality entertainment events on campus t attractive and welcoming to both students and members of the surrounding community.												
	Tactics		F19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24
Tactic 1.1.2.1	Implement strategies to increase s attendance at campus events.	tudent and community											
Action Plan 1.1.3	Enhance Dining Options. To support quality food service and alternative	e dining options on campus	, includ	ding pa	rtnerin	g with	more e	externa	l vend	ors tha	t can a	also be	open
	and provide better "after hours" for meals.	od service for atmetes and t											
	Tactics		F19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24
Tactic 1.1.3.1	Extend hours for The Bookmark ar	nd other coffee options.											
Tactic 1.1.3.2	Institute a viable food truck progra	m for all campuses.											
Action Plan 1.1.4	Create a Comprehensive Mobility must address the challenge of isol			•			•		_		ed for	great "	studen
	Tactics		F19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24
Tactic 1.1.4.1a	Sponsor a bike share (e.g. MoGo) near or McNichols Road near cam												
	Expand the existing on-campus bi												
Tactic 1.1.4.1b	University Services.	ke share program, manage											
	University Services. Secure a sponsor to provide a Det that can be booked hourly by students.	roit Mercy share/zip car se											
Tactic 1.1.4.2	Secure a sponsor to provide a Det	roit Mercy share/zip car selents. uttle service to Midtown,											
Tactic 1.1.4.1b Tactic 1.1.4.2 Tactic 1.1.4.3 Action Plan 1.1.5	Secure a sponsor to provide a Det that can be booked hourly by stude Provide a private Detroit Mercy shi Downtown, Ferndale and Royal Oa	roit Mercy share/zip car serents. uttle service to Midtown, ak, exploring sponsorship Calendar / Event App. To fo						and m	ake su	ıre all p	progran	ming o	oportui
Tactic 1.1.4.2 Tactic 1.1.4.3	Secure a sponsor to provide a Det that can be booked hourly by stude. Provide a private Detroit Mercy showntown, Ferndale and Royal Oa options for donating vehicles. Create a Comprehensive Master Caccessible, develop a comprehensive	roit Mercy share/zip car serents. uttle service to Midtown, ak, exploring sponsorship Calendar / Event App. To fo					ersion.		ake su		progran F23		
Tactic 1.1.4.2 Tactic 1.1.4.3	Secure a sponsor to provide a Det that can be booked hourly by stude Provide a private Detroit Mercy shi Downtown, Ferndale and Royal Octoors for donating vehicles. Create a Comprehensive Master Co	roit Mercy share/zip car serents. uttle service to Midtown, ak, exploring sponsorship Calendar / Event App. To fosive and dynamic master car access to Detroit Mercy Liv	lendar F19	includ	ing an	app ve	ersion.						

Action Plan 1.2.2 Improve Social and 'Intellectual Commons' Spaces. Create a stronger sense of belonging by providing well-designed and more access student collaboration spaces, including spaces designed with commuters in mind.

Tactics F19 W20 F20 W21 F21 W22 F22 W23 F23 W24 F24

Tactic 1.2.2.1

Tactic 1.2.2.3

Action Plan 1.2.3 Improve Student Housing and Support Spacesmprove on-campus housing to effectively recruit and retain students.

Tactics F19 W20 F20 W21 F21 W22 F22 W23 F23 W24 F24

Tactic 1.2.3.1 Increase funding allocated to dorm renovations. Collaborate w Residence Life to continually identify high priority renovations that can be implemented annually to improve the quality of life in the residence halls.

Develop alternative student housing options on or near campistudents with specific interests (e.g., graduate/professional, married, etc.)

Tactic 1.2.3.3 Collaborate with community housing organizations (e.g. Centter Partners) to create incentives for students to live in the Fitzgerald neighborhood.

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Detroit Mercy will enhance the student experience and the University's standing in the region through a recommitment to the improvement of our facilities and programing.

Complete

Continuous Detroit Mercy Practice

Goal 1 Metrics: applications, enrollment, retention rates, graduation rates, student engagement in co-curricular and extra-curricular activities, allocated improved student housing and campus-wide physical spaces, community participation in events on campus, student-community engagement, community partnerships, and student satisfaction with student life and campus facilities

Strategy 1.2	Improve Student-Centered Facilities (continued)											
Action Plan 1.2.4												
		F19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24
Tactic 1.2.4.1												
Tactic 1.2.4.2	Secure donors for the Titan Performing Arts Center.											
Action Plan 1.2.5	Enhance Exterior Green Spaces. Ensure the campus master including public art and sculptures.	plan ir	ncludes	enhar	nced de	esigns	for moi	re wel	coming	and a	ccessik	ole gre
Tactic 1.2.5.1	Collaborate with Facilities and University Advancement to ide and enhance outdoor spaces. (e.g. more seating, gathering s flag pole area, green spaces around the dorms, walkway beh	spaces	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24
	Student Center, transitional space from parking lot to Titan F		eate an	acces	ible at	hletic d	complex	k that	can be	used l	by stud	ents, t
Tactic 1.2.5.2												
Action Plan 1.2.6	and high schools.											
	Tactics	F19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24
Tactic 1.2.6.1												
Tactic 1.2.6.2												

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Strategy 1.3	Connect to and Enhance the Surrounding Community	_										
Action Plan 1.3.1	Enhance the McNichols Campus Perimeter & Fitzgerald Green welcoming neighbor in the community.	nway	Connec	ction. I	Beautif	y the e	dges o	f camp	ous to ir	mprov	e our s	tatus a
Tactic 1.3.1.1	Tactics Create a secure and welcoming pedestrian connection at Gro Street by extending Sacred Heart Square to Livernois Avenue, complementing the Fitzgerald Greenway between Detroit Merc and Marygrove campuses.		W20	F20	W21	F21	W22	F22	W23	F23	W24	F24
Tactic 1.3.1.2												
Action Plan 1.3.2												
Tactic 1.3.2.1 Tactic 1.3.2.2	Advocate for Live6 community development initiatives (e.g. ea establishment, convenience store, University-friendly bar, etc.) within walking distance of McNichols Campus. Develop a marketing and social media plan 0T(c)7.5 especial		W20	F20	W21	F21	W22	F22	W23	F23	W24	F24
Action Plan 1.3.3												
		F19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24
Tactic 1.3.3.1												
Action Plan 1.3.4												
Tactic 1.3.4.1												
Tactic 1.3.4.2	Develop a "Discover Detroit" employee orientation program (e organized outings, tours, etc.) to better understand and connection with Detroit and the surrounding community.	ct										