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 capital for 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	ities or	campu	ıs, and a	a more	energeti	ic and c	ollegiat	e atmo	sphere.		
	Tactics	F19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24
Tactic 1.1.1.1	Intentional Programming. Create programing that is an extension of the mission and our core values – to develop the "whole person," and to create truly engaging and meaningful experiences for students outside the classroom; e.g., additional service opportunities that lead to reflecting on social justice issues would enhance multiple outcomes.											
Sub-Tactic 1.1.1.1.1	Clarify the division of responsibilities between Student Affairs and University Services for programming and logistics.											
Sub-Tactic 1.1.1.1.2	Create and sustain one new position in Student Life focused on Student Development, Student Events, and Programming.											
Sub-Tactic 1.1.1.1.3	Create and sustain one new position in Student Life or University Services available on nights and weekends to support after hours programming.											
Sub-Tactic 1.1.1.1.4	Increase funding for student activities.											
Sub-Tactic 1.1.1.1.5	Assign a "Major Gift Officer" to support the Dean of Students (and the Dean of Libraries) for all student programs not directly related to specific schools and colleges.											
Sub-Tactic 1.1.1.1.6	Examine and coordinate advocacy and solidarity events to improve reflection and articulation of our Jesuit and Mercy values and the University Mission, including Celebrate Spirit!											
Sub-Tactic 1.1.1.7	Revise and Enhance Service in the City, Annual Day of Service and Service Immersion Trips											
Sub-Tactic 1.1.1.1.8a	Create a Campus Ministry Student Intern Formation Program that will develop student leaders who will organize, market and facilitate events and programs.											
Sub-Tactic 1.1.1.1.8b	Maintain the Campus Ministry Student Intern Formation Program.											
Sub-Tactic 1.1.1.1.9	Create and offer events and activities that appeal particularly to non-residential (a.k.a., commuter) and non-traditional students.											
Sub-Tactic 1.1.1.1.10	Increase intramural programming, with focus on virtual opportunities.											
Tactic 1.1.1.2	Look for opportunities to reinforce school spirit (Titan Pride) through athletic and University-sponsored events. Increase Titan branding on all campuses.											

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improved student l	applications, enrollment, retention rates, graduat housing and campus-wide physical spaces, com student satisfaction with student life and campus	munity participation i											for
Strategy 1.1	Enhance Student Engagement (continued)												
Action Plan 1.1.2	Include Community Events - To foster a morattractive and welcoming to both students and	•	-	_		high q	uality e	ntertain	iment e	vents o	n camp	us that	will be
	Tactics		F19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24
Tactic 1.1.2.1	Implement strategies to increase student and cattendance at campus events.	community											
Action Plan 1.1.3	Enhance Dining Options. To support the quality food service and alternative dining opt and provide better "after hours" food service f meals.	ions on campus, inclu	iding pa	artnerin	g with	more ex	xternal	vendors	that ca	an also	be oper	n to the	public
	Tactics		F19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24
Tactic 1.1.3.1	Extend hours for The Bookmark and other cof	fee options.											
Tactic 1.1.3.2	Institute a viable food truck program for all ca	mpuses.											
Action Plan 1.1.4	Create a Comprehensive Mobility Plan. Given must address the challenge of isolation on can									l for gre	at "stu	dent life	e"
	Tactics		F19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24
Tactic 1.1.4.1a	Sponsor a bike share (e.g. MoGo) station on L near or McNichols Road near campus.	ivernois Avenue											
Tactic 1.1.4.1b	Expand the existing on-campus bike share pro University Services.	gram, managed by											
Tactic 1.1.4.2	Secure a sponsor to provide a Detroit Mercy state can be booked hourly by students.	hare/zip car service											
Tactic 1.1.4.3	Provide a private Detroit Mercy shuttle service Downtown, Ferndale and Royal Oak, explorin options for donating vehicles.	· ·											
Action Plan 1.1.5	Create a Comprehensive Master Calendar accessible, develop a comprehensive and dyna						s, and	make su	re all p	rogram	ing opp	ortuniti	ies are
	Tactics		F19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24
Tactic 1.1.5.1	Increase training, awareness, and access to De student leaders and employees to achieve a co calendar.			0									
Tactic 1.1.5.2	Develop an event calendar app version of Detr Live/Campus Labs' Engage platform.	roit Mercy											

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	·				e the student experience and the University's standing in the region through a overment of our facilities and programing.											
	Complete	recommunent to the improv	overhelit of our facilities and programmig.													
	Continuous Detroit Mercy Practice															
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improved student l	applications, enrollment, retention rates, housing and campus-wide physical space student satisfaction with student life and	es, community participation i											for			
Strategy 1.2	Improve Student Centered Facilities															
Action Plan 1.2.1	Adopt a Sustainable Campus Initiati rainwater collection and sustainable lar						plan ir	ncluding	g a robu	ıst recy	cling pr	ogram,				
	Tactics		F19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24			
Tactic 1.2.1.1	Develop a comprehensive recycling pro University Services and Aramark.	ogram with Facilities,														
Action Plan 1.2.2	Improve Social and 'Intellectual Constudent collaboration spaces, including	•	_		belong	ing by p	providii	ng well-	design	ed and 1	nore ac	cessible	e			
	Tactics		F19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24			
Tactic 1.2.2.1	Optimize spaces in the McNichols Can	npus Library.														
Tactic 1.2.2.2	Update the Fountain Lounge to comple new Student Center to create a more we	10														
Tactic 1.2.2.3	Designate a SMART-enabled, comforta space for commuter students.	able, and well-ventilated														
Action Plan 1.2.3	Improve Student Housing and Suppo	ort Spaces. Improve on-camp	ous hou	sing to	effectiv	vely rec	ruit and	l retain	studen	ts.						
	Tactics		F19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24			
Tactic 1.2.3.1	Increase funding allocated to dorm rene Residence Life to continually identify I that can be implemented annually to in the residence halls.	nigh priority renovations														
Tactic 1.2.3.2	Develop alternative student housing op students with specific interests (e.g., gr married, etc.)															
Tactic 1.2.3.3	Collaborate with community housing o Partners) to create incentives for studer neighborhood.															

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	Initiate Detroit I	Mercy will enhance the s	stude	ent exp	erience	and th	e Unive	ersity's	standir	g in the	e region	throug	gh a
	In Progress recommitment to the improvement of our facilities and programing.												
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	Continuous Detroit Mercy Practice												
improved student	applications, enrollment, retention rates, graduation housing and campus-wide physical spaces, commutated the satisfaction with student life and campus	unity participation in ev											for
Strategy 1.2	Improve Student-Centered Facilities (continu	ied)											
Action Plan 1.2.4	Create Multi-Purpose Event Spaces. Create well as public rentals.	multi-purpose event spac	ices i	n acces	ssible a	nd visil	ole loca	tions su	iitable :	for the	Univers	sity use	as
	Tactics	F1	19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24
Tactic 1.2.4.1	Designate a multi-purpose performance space in facility.	n an existing											
Tactic 1.2.4.2	Secure donors for the Titan Performing Arts Ce	nter.											
Action Plan 1.2.5	Enhance Exterior Green Spaces. Ensure the c including public art and sculptures.	ampus master plan inclu	udes	enhand	ced des	igns for	more	welcom	ing and	l access	sible gr	een spa	ces,
	Tactics	F1	19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24
	Collaborate with Facilities and University Adva	ncement to identify											
	and enhance outdoor spaces. (e.g. more seating,	gathering spaces,											
Tactic 1.2.5.1	flag pole area, green spaces around the dorms, v	•											
	Student Center, transitional space from parking	lot to Titan Field)											
Tactic 1.2.5.2	Designate outdoor reflection spaces and outdoo	r classroom spaces.											
Action Plan 1.2.6	Create a Titan Athletic Village. Create an accand high schools.	cesible athletic complex	that	can be	used b	y stude	ents, the	surrou	nding o	commu	nity, lo	cal leag	ues
	Tactics	F1	19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24
Tactic 1.2.6.1	Complete Titan Athletic Village field turf upgrapressbox and track renovations.	ides, lighting,											

Build exterior recreation and activity spaces (e.g. basketball courts, food kiosk)

Tactic 1.2.6.2

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		recommitment to the improvement of our facilities and programing.											
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improved student partnerships, and	applications, enrollment, retention rates, graduation rates, stude housing and campus-wide physical spaces, community participa student satisfaction with student life and campus facilities										-	for	
Strategy 1.3	Connect to and Enhance the Surrounding Community												
Action Plan 1.3.1	Enhance the McNichols Campus Perimeter & Fitzgerald Greenway Connection. Beautify the edges of campus to improve our status as a welcoming neighbor in the community.												
	Tactics	F19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24	
Tactic 1.3.1.1	Create a secure and welcoming pedestrian connection at Grov Street by extending Sacred Heart Square to Livernois Avenue complementing the Fitzgerald Greenway between Detroit Mer and Marygrove campuses.	,											
Tactic 1.3.1.2	Develop an intramural field using underused parcels adjacent McNichols Campus (e.g. parcel near northwest corner of camparcel owned by the University across from Parking Lot A, etc.)	pus, c.)											
Action Plan 1.3.2	Engage Local Businesses. Through continued support from t increase businesses and services, entertainment and social spa				etroit a	ınd othe	er partn	erships,	, pursue	initiat	ives to		
	Tactics	F19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24	
Tactic 1.3.2.1	Advocate for Live6 community development initiatives (e.g. e establishment, convenience store, University-friendly bar, etc. within walking distance of McNichols Campus.	-											
Tactic 1.3.2.2	Develop a marketing and social media plan to promote local businesses and neighborhood discounts (e.g. develop a Detroi Mercy discount card for businesses on Livernois and McNich												
Action Plan 1.3.3	Increase Communication with Surrounding Community. I surrounding community.	Provide sign	age at tl	ne edge	s of can	npus to	promot	e event	s target	ted to th	ne		
	Tactics	F19	W20	F20	W21	F21	W22	F22	W23	F23	W24	F24	
Tactic 1.3.3.1	Develop and establish signage at the edges of campus to promevents targeted to the surrounding community (e.g. athletics, special events, lectures, etc.)	note											
Action Plan 1.3.4	Incorporate Detroit in Orientation Programs. Provide orientation	ntation expe	riences	that inc	lude "D	Discove	r Detroi	t."					
Tactic 1.3.4.1	Enhance "Discover Detroit" student orientation programming include all student populations to better understand and connewith Detroit and the surrounding community.												
Tactic 1.3.4.2	Develop a "Discover Detroit" employee orientation program (organized outings, tours, etc.) to better understand and connect with Detroit and the surrounding community.	-											