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## The Troubadour, Issue 76 (December 10, 2007)

Cardinal Stritch University

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# THE TROUBADOUR

DECEMBER 10, 2007

ISSUE 76

## PROGRESS DETAILED ON UNIVERSITY'S STRATEGIC PLAN

As progress continues on the University's strategic plan, the council charged with overseeing the momentum met for the first time on Friday, Dec. 7, at the Radisson Hotel.

All the University's vice presidents and President Sister Mary Lea Schneider, who are responsible for the 11 strategic directions and their related action steps, gave presentations on progress to date. The council is made up of 35 people representing all areas of the Stritch community.

Executive Vice President Peter Holbrook, who is overseeing the strategic plan, reported that so far a total of \$681,000 to \$1.3 million has been committed to the plan. The higher figure would be the total with final approval of land Stritch has bid on in Glendale for athletic fields. Some other expenditures include funding to set up online tutoring, mentor adjunct faculty and conduct a human resources audit. A doctoral incentive program also has been created to encourage more faculty to get terminal degrees. Interior and exterior signage has been funded and a firm has been hired to create a master space plan. As action steps move forward, more funding will be dedicated, Holbrook said.

The strategic directions are:

- ❖ Enhancing Franciscan Catholic identity and heritage
- ❖ Becoming a Franciscan learning community
- ❖ Achieving academic excellence
- ❖ Increasing student engagement, community and service
- ❖ Continuously improving facilities and grounds
- ❖ Using information technology to advance teaching, learning, administration and service
- ❖ Increasing philanthropic support and fundraising capacity
- ❖ Increasing and diversifying enrollment

- ❖ Building more community awareness, visibility and recognition
- ❖ Attaining financial vibrancy
- ❖ Building and sustaining quality human resources

A brief sampling of some concrete accomplishments include: the establishment of the Saint Clare Center to enhance Franciscan Catholic identity; the implementation of the Online Writing Lab, Criterion and Smarthinking to help achieve academic excellence; and the addition of wireless Internet access, the renovation of residence hall lounges and the relocation of the chapel, which help increase student engagement, community and service.



Linda Cabot, VP for Information Technology, presents results as Executive Vice President Peter Holbrook looks on

Additionally, exterior signage and a landscaping plan have been instituted, as part of the direction to continuously

improve facilities and grounds; more than \$1 million in grants have been submitted within three months in an effort to increase philanthropic support and fundraising; a teen microsite, TV ads and billboards aimed at a young people have been created as means to increase and diversify enrollment; and an audit has been conducted of Stritch's human resources area.

To access complete reports on all the strategic directions, log into My Stritch, click on Employee Info, then go to the strategic planning information.

### HOLIDAY CLOSING REMINDER

Cardinal Stritch University will close for the holidays at 5 p.m. on Friday, Dec. 21, 2007, and resume normal business hours on Thursday, Jan. 3, 2008.

# LEARN MORE ABOUT MEDIA RELATIONS AND HOW TO HELP GET THE WORD OUT ABOUT STRITCH

The Public Relations/Communications office is engaged in a two-pronged effort to help more people at Stritch understand media relations and to be more comfortable meeting reporters.

Those efforts include a PowerPoint presentation, "Understanding Public Relations and Dealing with the Media," which includes details on what is and is not news and ways to try to get more placements for Stritch. And it explains how and when to contact the PR office and why that is important.

All members of the campus community should know that they are supposed to contact PR immediately when called by a reporter, but many people may not understand why. The reasons vary from the fact that the PR staff can quickly walk you through an interview, tell you what you probably will be asked, and help you create a brief facts sheet, to the fact that you should not be the one who has to help reporters by making parking arrangements or providing directions and a campus map for them or figuring out where on campus would make a good background shot.

The presentation also details what to do when you or the University is involved in or aware of a crisis or a situation that could embarrass Stritch. And it outlines what to expect

in an interview and how that differs from being engaged in a conversation.

Additionally, the PR/Communications office is offering on-camera media training to anyone who thinks he or she might be a spokesperson at some time for Stritch, or who simply wants to know more about getting our story out on camera. The exercise involves creating a crisis scenario, crafting messages and answers to negatives, then critiquing your own on-camera performance. Typically, the media training includes three progressively more difficult interviews on the same topic.

Although the media training exercises focus on crises, the things learned are applicable to any kind of interview, and they can be helpful in situations outside of media interviews. Many members of the campus community have participated in media training, and to date, responses have been very positive.

The PowerPoint presentation is on My Stritch, under Employee Info, Public Relations. Anyone who would like to have the PR staff present it can contact the office at Ext. 4478 to schedule a session. Anyone who wants media training should do the same. Both presentations can be done with a small group or with an individual.

## New Stritch Staff



**CARMELA CIRULIS**  
Curriculum Specialist  
College of Business and  
Management



**NICOLE PAYNTER**  
Database Administrator  
Information Technology



**ERIC ROMANOWSKI**  
Web Developer/Portal Manager  
Information Technology

## THE TROUBADOUR

The Troubadour supports the overall mission, goals and objectives of Cardinal Stritch University, and is meant to serve as a communications tool for the campus community. If you have feedback or story ideas, please contact Public Relations at [prdept@stritch.edu](mailto:prdept@stritch.edu).

For complete information on University public relations, media relations and publications, please see the PR brochure, which is available in My Stritch by clicking on "Public Relations Information" in the "Other Employee Info Pages" folder under the "Employee Info" tab.

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