



HILBERT COLLEGE

A CATHOLIC FRANCISCAN COLLEGE FOR ALL

Hilbert 2025 Update

TWO-YEAR PROGRESS

Background

Hilbert College launched its strategic plan, Hilbert 2025, in January 2020. We stated our strategic intent as:

Our intent is to grow enrollment while deepening our Franciscan and Catholic college mission, strengthening our financial position, optimizing our current intellectual and physical assets, and fulfilling our potential as a vital liberal arts institution in Western New York.

We will focus on these four goals:

1. Enhancing our Franciscan Mission and Identity
2. Growing Enrollment
3. Strengthening Academic Performance and the Student Experience
4. Strengthening our Financial Position

Highlights of New Initiatives

- Launch of Hilbert College Global and 11 online degree programs
- Pursuing “Thriving in Place” initiative – to create a one-of-a-kind living and learning community for the seniors in our area.
- Expanding athletics – hired new full time coaches, announced the addition of football, men’s and women’s track & field, and women’s ice hockey for Fall 2022.
- Implemented numerous campus improvements – FSSJ Fields, fire pit, outdoor kitchen, updated furniture in dining hall, renovation of the Learning Commons in McGrath Library, and more.

GOAL 1

WHAT WE SAID | Present our values and history in a more deliberate and direct way on campus

WHAT WE DID | *New history, mission, and heritage exhibit in Bogel Hall*

WHAT WE DID | *Commissioned a mural on campus to celebrate our mission, history, and heritage*

WHAT WE SAID | Create a community that respects and appreciates the inherent dignity and uniqueness of all

WHAT WE DID | *Hired full-time Director of Diversity, Equity, and Inclusion*

WHAT WE DID | *Enhanced DEI training and development programming*

GOAL 2

WHAT WE SAID | Improved athletics recruitment – new FT coaches, potential new athletic programs

WHAT WE DID | *Full time coaches in volleyball, soccer, and baseball have already begun to see recruiting increase and announced new athletic programs for Fall 2022*

WHAT WE SAID | Establish new partnerships with Say Yes to Education and Buffalo Public Schools

WHAT WE DID | *Our opportunity programs, including Say Yes, have grown exponentially since implementing our strategic plan and we have developed a Dual Enrollment partnership with BPS and Western New York high schools*

WHAT WE SAID | Diversify enrollment with online and international populations

WHAT WE DID | *Launched Hilbert College Global to support both online and international populations*

WHAT WE DID | *Created international exchange programs with many European institutions*

WHAT WE SAID | Review and invest in the Hilbert College brand

WHAT WE DID | *Completed extensive brand refresh with partner Creative Communications Associates (CCA) in August 2021*

GOAL 3

WHAT WE SAID | Strong focus on improving overall campus environment to strengthen student engagement and foster development

WHAT WE DID | *New FSSJ Fields, fire pit, outdoor kitchen, furniture in dining hall, renovation of the Learning Commons in McGrath Library, and more*

WHAT WE SAID | Increase and expand new academic programs

WHAT WE DID | *Introduced biology, advocacy and social justice, intelligence and data analysis, and alcohol and substance abuse counseling*

WHAT WE SAID | Implement program review to identify new programs, improve existing programs and determine the best way to serve the needs of students

WHAT WE DID | *Under the direction of academic affairs, program review is underway and new programs are being identified and will be added as appropriate*

WHAT WE DID | *Pursuing “Thriving in Place” initiative – to create a one-of-a-kind living and learning community for the seniors in our area*

GOAL 4

WHAT WE SAID | Implement 5-year facilities/capital projects plan to utilize philanthropic strategies to fund

WHAT WE DID | *Plan has been developed by campus facilities committee and funding is underway for projects*

WHAT WE SAID | Invest in strengthening the visibility and position of the college in WNY and specifically the Southtowns – launch new Hilbert 2025 Advisory Council which includes many business, community, and alumni leaders

WHAT WE DID | *Hilbert 2025 Advisory Council established, more than 50 community leaders have met to discuss Hilbert 2025*

WHAT WE SAID | Establish Conference and Events Office to solicit and grow external events on campus

WHAT WE DID | *The Conference and Events Office was created and (even through the challenges of the pandemic) Hilbert hosted more external events in the summer of 2021 than ever before*

WHAT WE SAID | We will focus on philanthropic growth and efficiency to strengthen, grow, and sustain the College

WHAT WE DID | *Increased overall fundraising by 68%, and received a \$500,000 grant from the Mother Cabrini Health Foundation, the largest grant in the College’s history*