



HILBERT COLLEGE

A CATHOLIC FRANCISCAN COLLEGE FOR ALL

Hilbert 2025 Update

2.5 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 Incoming Class for Fall 2022

- Largest incoming class in the College's history - over 335 deposited new students! (as of July 21, 2022)
- Our opportunity programs, designed to help the transition from high school to college, continue to grow to our highest levels.
- 42% of our incoming freshmen have GPAs over 90!
- We have more new student residents than commuters!
- Historically, Forensic Science and Criminal Justice have welcomed the most new students each fall, but this year, Business Management and Sports Industry Management are growing tremendously and could take the lead on new students!

Highlights of New Initiatives

- Launched Hilbert College Global and 11 online degree programs; new partnerships formed with Buffalo Public Schools for Dual Enrollment and with Best Self for our new Alcohol and Substance Abuse Counseling program.
- 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.
- Introduced cutting-edge Digital Campus Initiative which will provide on-campus undergraduate full time students with a laptop and digital textbooks. This program will also improve and expand wireless access across Hilbert's campus and implement a universal card access system for students.

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 DID | *Hosting a 125th/65th Anniversary Gala to celebrate the 125th Anniversary of the College's founders, the Franciscan Sisters of St. Joseph, and the 65th Anniversary of Hilbert College*

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

WHAT WE DID | *Hired full-time Vice President of Mission & Equity*

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 | *New athletic programs for Fall 2022, and full time coaches in volleyball, soccer, baseball, football, hockey, and track & field have led to a recruiting increase*

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, which has saved BPS students nearly \$3M in tuition costs*

WHAT WE DID | *Selected as the exclusive higher education partner for the CareerWise Greater Buffalo Youth Apprenticeship program, a Say Yes Buffalo initiative which is designed to match high school youth with career opportunities*

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, new gym floor, 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 facilities committee*

WHAT WE DID | *Introduced cutting-edge Digital Campus Initiative which will provide every undergraduate with a laptop and digital textbooks. This program will improve and expand wireless access across Hilbert's campus and implement a universal card access system for students.*

WHAT WE SAID | Invest in strengthening the visibility and position of the college – 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 Hilbert hosted more external events in the summer of 2021 than ever before, with even more scheduled for summer 2022*

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

WHAT WE DID | *Increased overall fundraising, and received two \$500,000 grants from the Mother Cabrini Health Foundation, the largest grants in the College's history*

WHAT WE DID | *Received a \$265,000 grant from the John R. Oishei Foundation to support global access*

WHAT WE DID | *Giving Day 2022 raised a record-setting \$270K and registered over 280 gifts*