

***Thesis Statement – Strategic Planning Committee #1
Learning and teaching about the men of Wabash***

The Wabash community of students, faculty, staff, and alumni generally agree on the characteristics of successful Wabash students¹. It is our goal to more effectively identify those qualities and characteristics in our prospective students; to select young men we believe will thrive here; and to invest our human and financial resources to provide them an unparalleled liberal arts living and learning environment.

We shall accomplish our goal by:

- Using research, refine our recruiting message to more effectively articulate our mission and core values and the corresponding values we seek in our prospective students—engaged, involved, active, curious teachers and learners.
 - Utilize research from the National Survey of Student Engagement, HERI and the Wabash National Study for Liberal Arts Education to better inform our recruitment strategies.
 - For example, use information from the Wabash National Study to identify the Wabash “signature”—the strong work ethic and aspirational values that allow our students to succeed. Identify this set of values in prospective students.
- Understanding our competition and the marketplace for the diverse student body we seek and providing adequate resources to successfully recruit and retain them.
 - Develop more resources for funded aid programs to continue our principled effort to meet financial need and reduce loan burdens on our graduating seniors.
 - Develop support staff and programs aimed at retaining our diverse students and helping them thrive here. Students who bring diversity to the student body should see this as a welcoming and safe place. Visible staff and programs will then also help support recruitment.
- Making student recruitment a shared responsibility of all constituents of the College.
 - Increased emphasis on providing the means necessary to allow faculty to take on a greater role and thus establish important relationships with prospective students from the earliest moment.
 - Continue to develop coaches as ambassadors of the College.
 - Continue to develop alumni volunteers with special outreach to members of under-represented groups.
- Continue to build partnerships with high school counselors, teachers, coaches, and youth leaders — and those organizations that support them — to better spread the word about the Wabash experience.
 - Expand and enhance our counselor visit program.
 - Seek opportunities to use the College as a host site for student leadership organizations (e.g. Boys State).
- Develop a series of outreach programs that will introduce prospective students to the rich experiences offered by the College.

- Further expand our summer athletic camps through a commitment to facilities, staffing, and infrastructure.
- Conceive and test a pilot program for a pre-college summer experience that combines academics and athletics.
- Consider an outreach program aimed at Central Indiana high schools that would enable Wabash faculty and students to both host events (ArtBash, Science Day) and present the Wabash teaching and learning in high school settings.

1 — Extensive survey research identified as our highest priority men with a solid work ethic; men of integrity who embrace the Gentlemen's rule; men who are intellectually curious; and men who possess a breadth of intellectual interests, abilities, and talents from a wide range of ethnic, cultural, and socioeconomic backgrounds. These and other characteristics are consistent with mission and core values.