

IC VIEW

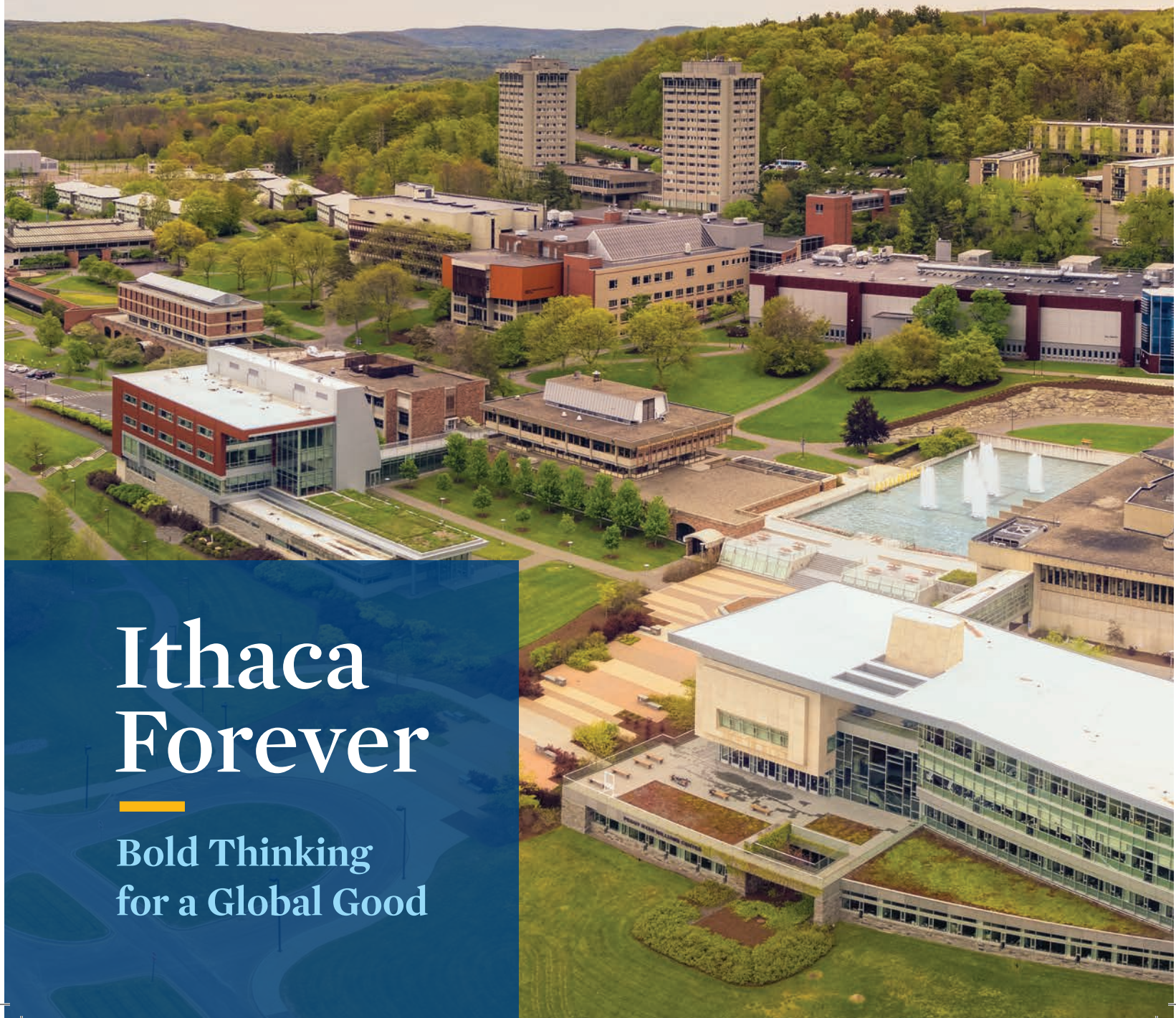
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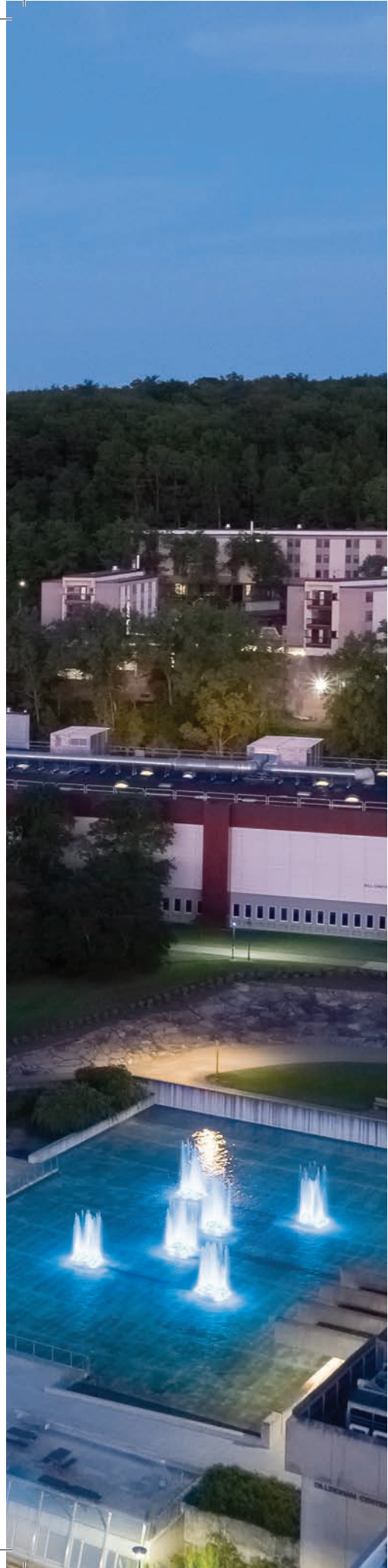
ITHACA'S
STRATEGIC PLAN

Ithaca Forever

**Bold Thinking
for a Global Good**







Ithaca Forever

Bold thinking for a global good

This past fall, Ithaca College launched its five-year strategic plan: Ithaca Forever. The plan is a result of a yearlong, inclusive collaboration between faculty, staff, students, alumni, and off-campus community members.

And it's just getting started.

The plan provides a framework for how the college will deliver an exceptional educational experience that is accessible, affordable, and responsive to the needs of the next generation of Ithaca College students. The field of higher education is facing myriad challenges, including affordability, accessibility, and the demographic decline of the college-age population in the Northeast. These challenges caused us to think deeply about our purpose, what we are committed to, what we want to invest in, and what our future will look like. Read on to see how we plan to address these challenges in the future and for examples of current initiatives that help illustrate the plan.

➤ For an in-depth look at the plan, visit ithaca.edu/ithaca-forever.

PHOTO BY ADAM BAKER

OUR PURPOSE

Students are at the center of everything we do.

We want IC to become a model for student success, engagement, and well-being, and to help students develop their unique potential.

To that end, we are working to provide even more experiential learning opportunities and a lower cost of attendance for students and their families.



OUR COMMITMENTS

Become a year-round campus

Ithaca College already offers a number of programs during the summer catering to high school students, such as the Summer Music Academy, the Summer College for High School Students, and the Ithaca Young Writers Institute. What if we added more of those types of programs so that IC could become a vibrant, 12-month place of learning for multiple generations?

Support collaboration and cross-sector partnerships

Ithaca College has deep roots and long-standing relationships with organizations in the local community. We now look to expand beyond those traditional partners to work with organizations that can help create innovative opportunities.

Become a national model for colleges committed to diversity, equity, and inclusion

We value diversity as a source of strength for our community that will build understanding and fuel vibrancy, creativity, and innovation on our campus.

“Not only are we launching Ithaca Forever, we are honoring this community, honoring our resiliency, and honoring the promise of this institution.”

— SHIRLEY M. COLLADO, PRESIDENT

Examples

The following examples show the goals and objectives of the strategic plan brought to life.



PHOTO BY MICHAEL GRIPPI '10

BECOMING A MODEL FOR STUDENT WELL-BEING, LOWERING THE COST OF ATTENDANCE, AND CULTIVATING CROSS-SECTOR COLLABORATIONS

IC Dining

In response to concerns from students and families, the college decided to end its relationship with Sodexo, bring dining operations in house, and partner with Cornell Dining. Now, we aim to become a national model for in-house dining services by 2024, providing experiential learning for students and lowering the cost of meal plans.

< Students enjoy a meal in the redesigned Campus Center Dining Hall.



PHOTO BY SAVANNA LENKER '20

BECOMING A MODEL FOR DIVERSITY, EQUITY, AND INCLUSION, AND LOWERING THE COST OF ATTENDANCE

Grant to Recruit More Diverse STEM Students

This fall the National Science Foundation awarded Ithaca College a \$650,000 grant to recruit and retain low-income, academically talented computer science, mathematics, and physics/astronomy students. The grant will allow the college to award 14 scholarships and contribute to a positive campus climate.

< Eli Robinson '22 and Antara Sen '23 in a physics lab.

“This is the very embodiment of what the strategic plan hopes to achieve—bringing in revenue, partnering with a community organization, and giving students a valuable learning opportunity. It’s a great sign for the future.”

— MARY JO WATTS, LEARNING APPLICATION COORDINATOR, ON THE BOB DYLAN CONCERT



PHOTO BY GIOVANNI SANTACROCE

OFFERING MORE EXPERIENTIAL LEARNING

The Bob Dylan Experience

Students in the first cohort of the MBA for entertainment and media management helped local concert promoter DSP Shows promote Bob Dylan’s concert in the Athletics and Events Center on campus November 17. The concert also served as an example of how we can better utilize spaces on campus.

< Dan Smalls talks with the inaugural cohort of the MBA for entertainment and media management.



PHOTO BY CHARLES MCKENZIE

CULTIVATING CROSS-SECTOR COLLABORATIONS AND OFFERING MORE EXPERIENTIAL LEARNING

Cortaca Jug 2019

This past fall the Cortaca Jug was played in MetLife Stadium, home of the New York Giants and New York Jets, as a result of an invitation from the National Football Foundation and collaboration among more than a dozen cross-functional teams on campus. The event also created multiple opportunities for hands-on learning for students from all five schools and was the largest-ever gathering of IC alumni.

< Students and alumni came together to support the Bombers.

“As we strive to create an Ithaca Forever community and a culture of philanthropy, we rely on alumni to share their experience, their passion, and their expertise.”

— WENDY KOBLER, VICE PRESIDENT
OF INSTITUTIONAL ADVANCEMENT

OUR INVESTMENTS

We are committed to the financial stability of the institution, so we will determine and maintain an appropriate size for our programs and structures and look for ways to improve space utilization on campus. We will also seek to advance the Campus Master Plan in ways that will enhance teaching and learning, including revamping the Campus Center.

OUR FUTURE

We want to cultivate an Ithaca Forever community, inspired by the power of the Ithaca College experience.

Ithaca College’s alumni are among our most valuable resources. We seek to build a community devoted to Ithaca Forever, sharing our talents and developing relationships and skills that will serve a lifetime of learning and growth. We want to build a culture of philanthropy that will support the college through the power of social, educational, and economic connections, which will put Ithaca College firmly on the path to another 125 years of excellence in education. 🍓





Ways to Get Involved at IC

MENTOR

▶ icmentorconnect.com

VOLUNTEER

▶ ithaca.edu/volunteering

MAKE A GIFT

▶ ithaca.edu/giving

ITHACA COLLEGE'S ENDURING FRAMEWORK

Bold Thinking for a Global Good

VISION

A global destination for
bold thinkers seeking to
build thriving communities

MISSION

Educate, engage, and empower
through theory, practice,
and performance

VALUES

Academic excellence, respect
and accountability, innovation,
sustainability, and equity

FROM THE PRESIDENT



PHOTO BY CHARLES MCKENZIE

THE ITHACA COLLEGE COMMUNITY

had a major moment last November, a moment that united, not only the sports fans among us but our entire IC family as well, around the promise of Ithaca College.

On November 16, IC's football team won the 61st annual Cortaca Jug game against rival SUNY Cortland on a national stage: MetLife Stadium, home of the NFL's New York Giants and New York Jets. A record crowd of 45,161 attended the game, and a record number of our IC alumni gathered to be a part of the event.

Thousands of you were there on game day, and hundreds more participated in events geared toward IC grads—at MetLife Stadium and around the country at Cortaca viewing parties.

The amount of enthusiasm and energy was absolutely incredible, and it was truly amazing to see how this game activated an entire community in so many different ways. As I talked to many alumni throughout the weekend, it became very clear that this moment pushed beyond the boundaries of our football program. It was about the essence of the IC experience and how this place connects people for a lifetime.

The next five years will bring change to Ithaca College as we move forward with the implementation of our strategic plan, Ithaca Forever. In looking ahead, we have made it very clear—both on campus and with our greater IC community—that students are our “why.”

Because Ithaca College is an institution that strongly centers the liberal arts within a context of an experiential and professional education, moments like the 2019 Cortaca game are emblematic of our purpose, our reason for being.

From the beginning, our students were involved in so many aspects of the event, with interdisciplinary opportunities that encompassed our campus. Our television-radio students called and covered the game; our sport management students ran the on-campus ticket sales; student volunteers helped plan and execute Cortaca-related alumni events; and many student performers had once-in-a-lifetime opportunities, including our cheerleaders, our choir students, and the members of our African Drumming and Dance Ensemble.

This game reminded me of the power of our community and how a deep connection to a shared experience can span generations and perpetuate incredible energy.

We are keeping this momentum going as we work through our first year of implementing our new strategic plan. As we do this work, we not only think about the future but also about our past. In the midst of this effort, we think about how the programs IC has offered have changed over time—and why. We think about the different students who've come to this place: how the gender and ethnic diversity has shifted. We think about the major decision to relocate our campus to South Hill—something that seemed impossible at the time.

Finally, we think about the people who made it all happen—not just the leaders or past presidents or philanthropists but also the faculty, the staff, the community members, and the alumni whose individual and collective will to adapt has meant that this institution has endured for 126 years.

In this moment, we are those people: those of you reading this magazine, those of us on campus, and members of the IC family around the globe. We are the people who are building the future, one which centers a transformative student experience by calling upon the strength, energy, and joy found within our IC family as we build an Ithaca Forever community together.

All my best,

SHIRLEY M. COLLADO
President



ITHACA COLLEGE

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