

TO: Campus Community

FR: Thomas J. Schwarz, President  
Damian J. Fernandez, Provost

RE: Purchase 2010-2015: Our Strategic Plan

DATE: October 28, 2008

As we embark on the process of planning for “Purchase 2010-2015,” we must focus on our unique mission and commit ourselves to making the decisions necessary to renew the promise of Purchase for the Twenty-first Century. From its founding, Purchase was destined to be a place where creative, diverse, and engaged students, artists, and scholars learn, interact, and thrive. That vision of an engaged creative community still compels us. To secure our unique place in the evolving landscape of higher education, it is therefore imperative that we think broadly, openly, and critically about key aspects of our institution, from its organization to its culture.

Now is the time to create a thoughtful, bold, and comprehensive strategy for the next stage of our institutional history. We must position ourselves to take advantage of significant changes in national and international trends. We must be guided by our mantra to “Think Wide Open” as we explore the possibilities of connections across and within conservatories and the liberal arts and sciences. We must invest wisely to develop a sustainable environment of innovation and collaboration, from the local to the global, in response to internal and external challenges and opportunities.

- Four working themes guide our vision for the future and will be shaped by the planning process:
- Integration—of our academic programs, our technology, our community
- Innovation—in our thinking, our learning, our entrepreneurship
- Internationalization—of our curricula in the context of a transnational culture
- Investment—in our students, faculty and staff, and facilities

These themes resonate with our values and our aspiration of becoming a fully engaged creative community that embraces diversity across borders.

“Purchase 2010–2015” will:

- **Be a Living Document:** The Strategic Plan must provide a road map for the near future yet be flexible enough to inspire and direct our growth as Purchase College responds to unforeseen challenges and opportunities.
- **Provide Long-term Sustainability:** The Strategic Plan will insist that the College live within its resources—financial, human, and environmental.
- **Enact Mission Centrality:** The Strategic Plan will support Purchase College’s mission and niche in higher education.

We are committed to a process that will call on each of us to maintain an institutional perspective on the common good, to make difficult decisions, and to respect inclusive collaboration.

We count on your participation and thank you in advance for joining us in this important community venture.