



Dear Mount Alumni,

It is truly an honor to serve and lead this great institution, especially as we approach our centennial anniversary in 2020. Words cannot adequately express the gratitude I feel toward the Mount Community for the well wishes and congratulations I received at the April 28 Presidential Inauguration ceremony and gala.

However, it is not enough that we hope for, and talk about, the Mount's continued success. If we are to lead students to new levels of personal and professional fulfillment, we must plan and act accordingly. To that end, I am pleased to announce a new initiative, *Transformation 2025*, which will serve as a roadmap for this great University. Focusing on key strategic dimensions—our visibility and brand, financial and physical infrastructure, faculty and staff engagement, and academic programs—*Transformation 2025* will enhance and refine the Mount student experience, boost enrollments and fundraising, and improve the University's outcomes to ensure that our graduates are well prepared for 21st-century careers and leadership.

*Transformation 2025* will address critical challenges and opportunities, such as:

- increasing activities and interactions for students, faculty, and staff— on and off campus—as well as enhancing support and facilities to accommodate their diverse needs and interests;
- expanding the footprint of the campus as well as re-landscaping for easier, safer access to Bayley and Delhi Township to create a more vibrant campus experience, with outdoor classrooms, walking paths, biking trails, and enhanced activities and opportunities for employment, enrichment, and fun;
- building a more robust Mount community by inviting the public onto campus to use our services and facilities, as well as facilitating engagement in community interactions off-campus, connecting students, faculty, staff, alumni, donors, and local businesses;
- leveraging our appeal by better identifying and branding our niches through marketing initiatives and social media outlets—looking for new ways to fulfill our mission, as well as sharing the amazing accomplishments of the Mount; and
- exploring and capturing new markets, building innovative programs, and creating sustainable financial resources to attract and retain diverse faculty, staff, and student populations.

We must encourage innovation through open communication, transparency, and collaboration as well as further enrich our academic programs and content-delivery options. It is crucial that Mount students receive an education that serves them well in today's highly competitive global workplace.

The next steps for *Transformation 2025* are to establish our collective vision, create an action plan, and initiate action steps. Of course, we will include students, faculty, staff, alumni, the Board of Trustees, and Delhi and Greater Cincinnati communities in the discussions. Expect to read more about *Transformation 2025* and how you can get involved in future issues of *Mount News*. I also encourage participation in our upcoming "Presidential Webcasts." The next one is scheduled for 7 p.m. on Oct. 17. Visit [msj.edu/alumni](https://msj.edu/alumni) for details on how to join us.

Now is the time to make your voices heard and to place a stake in the Mount's future. It's our turn—and it's our time!

Best regards,

H. James Williams, Ph.D.