

# *Year Three* Moving Together Beyond Boundaries

*A Strategic Plan for Hood College | 2017-2022*



# A MESSAGE FROM THE PRESIDENT

Dear Friends of Hood,

This has been a year unlike any other, and yet Hood has persevered to meet the challenges of COVID-19 and fulfill our mission:

*To provide an education that empowers students to use their hearts, minds and hands to meet global challenges*

By leveraging our people – our faculty, staff, students, alumni, supporters and community partners and benefactors – we were able to successfully pivot to online classes; reimagine every aspect of our campus and operations to ensure the health and safety of our community; invest in technology to enable us to work, teach and learn remotely; and provide additional support to our students and employees financially impacted by the pandemic and sustain our workforce.

Further, even with the unprecedented and formidable challenges of the pandemic, we forged ahead on our strategic plan, which fortuitously included the launch of a new bachelor's degree in public health. I am honored to share the highlights of Year Three of Moving Together Beyond Boundaries: 2017-2022. I wish you and yours well as we weather this storm. Hood will not only survive the pandemic but will emerge, stronger than ever and well positioned to move to the next level.

Andrea E. Chapdelaine, Ph.D.

*President*



# AN EDUCATION THAT CHALLENGES BOUNDARIES

## PILLAR I

### NEW ACADEMIC PROGRAMS

**STRATEGIC PLAN GOAL:** Move beyond academic boundaries to create interdisciplinary programs and provide applied learning opportunities. The following new programs build upon existing strengths to create new areas of inquiry that will serve both our students and our world.



**ART THERAPY (B.A.)** is a human-service profession that engages clients in using art media (drawing, paintings, sculpture or other forms of artwork) as a key component to mental, physical and emotional healing. This program will be offered jointly by the psychology and counseling, and art departments.

---

**PUBLIC HEALTH (B.A.)** offers students the opportunity to become leaders in addressing global health challenges and in building a healthy society. Drawing on courses in nursing, science, math, human behavior, psychology, communication and sociology, this fast-growing field offers diverse career opportunities in areas of critical need.

---

**SUSTAINABILITY STUDIES (B.A.)**, the only undergraduate major in Maryland, provides students with holistic and systems-level understanding of the most significant challenges to achieving a more sustainable world, drawing on science, socioeconomic theory and public policy to emphasize the water-energy-food nexus.

---

Built collaboratively with local businesses and government agencies and with support from the Maryland Department of Commerce, the **PROJECT MANAGEMENT CERTIFICATE** will provide critical skills to drive organization performance and maintain a competitive advantage for the growing life sciences, bioinformatics and information technology industries in the Frederick region.

# PROGRAMS FOR STUDENT SUCCESS

**STRATEGIC PLAN GOAL:** Foster student achievement by increasing support for academic advising and retention efforts.

**THE STUDENT SUCCESS PEER MENTOR (SSPM) PROGRAM** launched this fall in general studies courses. Peer mentors receive course credit for their work and co-lead the Seminar for Academic Success classes, engaging regularly with their peers to provide support and guidance.



A critical component to providing holistic and responsive support to all students is communicating with and about students across campus. This fall, we launched **BEACON NOTIFICATION SOFTWARE**, which provides much improved functionality to enable faculty or staff to issue alerts, notes and kudos that are viewable to all members of a student's support network.

CAAR (the Center for Academic Achievement and Retention) has been rebranded the **STUDENT SUCCESS CENTER**. The new name reflects the expanded work of the Center to support students, current thinking about the importance of utilizing students' strengths and mindset rather than solely focusing on student "academic weakness," and an overall effort to move beyond simple retention of students towards student learning and goal achievement.

**Section on IT investment?**

**Anything on experiential learning?**

# PARTNERSHIPS THAT MOVE BEYOND BOUNDARIES

## PILLAR II

### SUPPORTING THE FREDERICK COMMUNITY DURING THE PANDEMIC

**STRATEGIC PLAN GOAL:** Seek opportunities to benefit the Frederick community

Our education faculty in collaboration with members of the **FREDERICK COUNTY PUBLIC SCHOOLS**, developed four one-credit “bootcamp-style” courses to help teachers be successful in a remote learning environment. Participants shared the content and strategies with FCPS teachers, enabling widespread impact.

Hood’s Department of Nursing donated personal protective equipment (PPE) to **FREDERICK HEALTH**, including safety goggles, face masks, N95 masks, gowns and gloves, and we also donated pocket-sized hand sanitizers to Frederick Health from our marketing give-away items.

The College made living space available for doctors and nurses who were at risk of spreading infection to their families.

Georgetown Hill Early School, which operates Hood’s Georgetown Hill Child Development Laboratory School, operated a daycare for children of essential hospital personnel.



**Campaign Update?**

### GRANTS

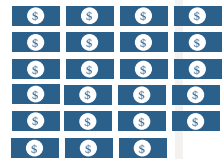
**STRATEGIC PLAN GOAL:** Expand sources of revenue generation and launch a comprehensive campaign

23 grants awarded totaling nearly \$2.9M – switch graphic so 23 grants and total is on left, names on right. The grant names are heard to read. Maybe just do big graphic and list grants as footnote?

Grantors include: Ausherman Family Foundation; Boyd Foundation; Capital Group Companies Charitable Foundation; Delaplaine Foundation, Inc. in partnership with Frederick County Public Schools and Boys and Girls Club; G. Frank Thomas Foundation; Health Resources and Services

**23**

**GRANT AWARDS**



TOTALING

**\$2.9M**

Administration; Loats Foundation; M&T Charitable Foundation; Maryland Center for Computing Education; Maryland Clinical Simulation Resource Consortium; Maryland State Department of Education; National Park Service; National Science Foundation; Nora Roberts Foundation; PNC Bank; Helen J. Serini Foundation; George L. Shields Foundation, Inc.; United States Department of Agriculture; United States Department of Agriculture; Arlene Utz Hollinger Foundation

# A COMMUNITY THAT KNOWS NO BOUNDARIES

## PILLAR III

### PANDEMIC-PROOF PEDAGOGY CONFERENCE

**STRATEGIC PLAN GOAL:** Ensure a culture of continuous growth, improvement and assessment

In response to the pandemic, Hood College faculty and staff with extensive online teaching experience created a three-day virtual conference to share with their colleagues innovative teaching tools, theoretical and practical approaches to online pedagogy and effective student-engagement strategies. The conference also modeled online best practices, including purposeful breaks, mindfulness exercises and other strategies for maintaining their (and their students') physical and mental wellbeing.

Of particular focus was how to mitigate the "digital divide" – lack of access to technology, reliable internet, and optimal space to take classes or study – resulting in a disproportionate, negative impact of online instruction on underserved students. Innovative approaches to teaching and assignments, as well as providing laptops or iPads to students, as well as having Dr. Jamie Washington, an expert in diversity, equity and inclusion, as a keynote speaker, were critical components of the conference schedule.

### HEALTHYU WELLNESS PROGRAM

**STRATEGIC PLAN GOAL:** Expand workplace wellness initiatives

Hood College was awarded Wellness at Work Award for Healthiest Maryland Business (use logo)

Programs available to faculty and staff included: quarterly wellness challenges and wellness activities including Friday walking group, lunch-time yoga and aqua fitness; Million Hearts; smoking cessation and smoke-free campus; Earth Day 5K and Pink Ribbon 5K; and wellness education including Narcan training, World Food Dinner, depression screening, and community partnerships with Frederick Health, Common Market and Live Well Frederick.



# PROFESSIONAL DEVELOPMENT FUND

**STRATEGIC PLAN GOAL:** Build and support professional development opportunities for faculty and staff

A fund to support the professional development of faculty and staff was launched. Grants totaling more than \$10,000 were awarded, enabling faculty and staff to participate in national conferences, take on leadership roles in professional associations and attend training specific to their professional areas.

## CONSTRUCTION PROJECTS UPDATE



New residence hall — 100% completed



Library and learning commons — xx% completed; scheduled to open January 2021

Next phase of media center?



Could add:

Expanded onboarding to include expanded understanding of college, peer mentor, etc...

Definitely need to add something about compensation:

Should we add something about all our DEI initiatives – Jamie, faculty/CTL work, race café's etc?

Wasn't this the year we launched the downtown Frederic discount

## COMMUNICATING DURING A PANDEMIC

(Between February 27 and June 30, 2020)

**46**

Emails sent by the president in response to COVID-19

**673**

Emails sent to covidquestions@hood.edu

**12,234**

Unique pageviews on the College's COVID-19 websites

**100+**

Meetings related to the College's COVID-19 response and plans

## ABOUT HOOD COLLEGE

Founded in 1893 in Frederick, Maryland, Hood College is a coeducational, independent, liberal arts college, which offers more than 25 bachelor's degrees, four pre-professional programs, 19 master's degrees, two doctorates and 11 post-baccalaureate certificates. With small class sizes, Hood students receive individual attention from supportive faculty. Student clubs, organizations and Division III athletics create an active and vibrant campus environment that makes it easy for students to get involved.

The College's proximity to Fort Detrick, Washington, D.C., Baltimore and the I-270 technology corridor provides students countless internship and research opportunities. Hood offers a strong foundation in the liberal arts, emphasizing critical thinking, communication and collaborative skills, preparing students for their first jobs, their careers and active citizenship. Hood's Graduate School serves the needs of the surrounding regions by providing leading-edge content in business, STEM, the humanities and education.

Downtown Frederick is within walking distance of Hood's campus, providing easy access to shops, galleries, restaurants and a vibrant downtown.



401 Rosemont Ave., Frederick, MD 21701  
301-663-3131 | [hood.edu](http://hood.edu)