

Strategic Planning Student Sessions

October 31

Individual Themes

- Bentley University ranked #1 regional school in the Northeast
- Bentley provides a system protocol for personal concept recreation and ability gaining
- Bentley beat Harvard in student population diversity according to *Princeton Review*
- Bentley ranks in the top 10 B-schools in the country for academic excellence
- Bentley ranks as top 10 choice if you want to dive into the business world
- Bentley ranks in the top 10 for placement rank and average salary five years after graduation
- Bentley ranks in the top 10 for schools that incubates business leaders
- Bentley University's wellness and health promotion ranked in the top five in the *Princeton Review* for best programming
- Bentley University included in the top 10 list for being the most inclusive and diverse institution in the greater Boston area
- Be the CEO of your own learning from the first day of freshman year: how Bentley University rose to be the 1st business school to make the boardroom into a classroom

Group Headlines and Corresponding Critical Success Factors

Headline: A 21st century business school: how Bentley University is the 1st institution to provide a diverse education that transforms the boardroom into a classrooms

1. Curriculum that values innovative teaching and fosters diverse conversations
2. Community that is robust with culture, student organizations on campus, and encouraging students to have a global perspective while building their own business brand
3. Corporate world—preparing students with a toolbox of technical skills to help them succeed in any business career

November 1

Individual Themes

- Inner city applicants increase 5-10% due to new payment plan methods set by Bentley
- Bentley's new/reformed co-op program is now offered to all majors as a 3-credit course
- Bentley sets higher standards for students to diversify their studies through expanding study abroad program
- Bentley becomes the most prestigious undergraduate business school
- Bentley produces the best prepared students for our changing work environment
- Bentley graduates the most sought after students by corporate America
- Bentley known for combining business with new technology
- Bentley is the best university for data analytics/science

- Bentley ranks #1 for academic and industry collaboration
- Bentley ranks #1 for best graduate program in analytics
- Bentley reaches new heights: receives a total of \$50 million from graduate to support current students' education
- Bentley ranks #1 on list of universities with the highest quality of student life on campus as per survey results

Group Headlines and Corresponding Critical Success Factors

Headline: Bentley's improvements to work life balance initiatives on campus has led to increased retention rates and increased median starting salary in the workplace.

4. Increases to pre-existing student life facilities (Counseling Center, Multicultural Center, Equity Center, Health Center, etc.)
5. Continue the rigor of academics but have less group work in order to allow students to focus on well-being
6. Focus on and value all aspects of the Bentley experience inside and outside the classroom

Headline: Bentley reaches new heights: receives a total of \$50 million from graduate to support current students'

1. Enhance the Bentley experience to build more pride in being Bentley students
2. Allow students to be immersed in their experience, which will ultimately encourage donations
3. Add new technology for majors outside of finance and technology in order to have hands on experience with what they will be doing once they graduate