Time to Reach Higher

Millersville University
“The periphery of today is the center of the future.”

– John Naisbitt
A School in Transition
In the Shadow of Lancaster

Millersville | Lancaster
Comfortable | Innovative
Average | Entrepreneurial
Aspiring | Exciting
Four Years of Turnaround

- Money
- Survival
- Safety
Shedding Misperceptions

> Just a Normal School
> Homogenous University Community
> Regional University
Yet, Signs of Change
Porous Walls
Economic Prosperity

Ambitious Team
Change Makers

New Facilities
Future Ready

New Programs
Relevancy

Agile Process
Innovation Engine

Porous Walls
Economic Prosperity
“In the next few years I’m focusing on creating a culture of innovation and creativity to stimulate the resources and the capacity we have in the faculty and staff.”

– President Anderson
Culture of Innovation and Creativity

- Ambitious Team Change Makers
- New Facilities Future Ready
- New Programs Relevancy
- Agile Process Innovation Engine

Porous Walls Economic Prosperity

Future Ready

Relevancy

Innovation and Creativity

Agile Process

Innovation Engine

Change Makers
The Path Forward
Claim Lancaster + Bring Edge to the Center + Become PASSHE’s Honors College
> Change your address to Lancaster

> Run Marauder-wrapped buses between campus and Lancaster - every twenty minutes past midnight

> Bring your arts programs to Lancaster

> Join/Influence regional economical development initiatives

> Join/Influence Millersville borough council

Four miles from your destiny
> Made in Millersville

> Institutionalize interdisciplinary programs (e.g. entertainment technologies, emergency management, digital journalism, applied disability studies)

> Elevate innovative programs (e.g. robotics, meteorology and climate science, applied safety and technology)

> A culture of sustainability

> Ware Center
Deepen research base

Stake your claim as the state system’s “honors college” using what you have already established.
Change your posture

Past 4 Years
- Money
- Survival
- Safety

Next 4 Years
- Mission
- Outreach
- Excitement
University of Lancaster
One Last Thought
Conquering
- Financial Adversity
- Complacency
- Mediocrity
- Outdated perceptions
- Spirit of indifference
Liberate Great
Liberate Great
Tagline Test:

- Current Faculty/Staff (86)
- Current Students (501)
- Alumni (99)
- Friends (16)
- Other (50)

- Prospective Students (283)
Tagline 1: Storm Your Horizon
Tagline 2: Liberate Great
Tagline 3: Awaken the Marauder in You
Results:
Storm: Potential Students vs All
Liberate:
Potential Students
vs All
Awaken: Potential Students vs All
Thoughts?