



# Bowling Green State University Dance Marathon Five Year (2015-2020) Strategic Plan: Benchmarks/Goals

## #1 ALUMNI ENGAGEMENT

1. Collect and distribute BGSU Dance Marathon testimonials from key alumni focus groups related to how Dance Marathon has enhanced their well-being and quality of life as both students and graduates of BGSU.
2. Create and activate an Alumni Board Association to support the current Dance Marathon Leadership Team in their efforts to maintain alumni connections to the university and Dance Marathon through fellowship, participation, mentorship, and fundraising.
3. Utilize the alumni resources provided by Children's Miracle Network Hospitals, particularly the "Forever FTK" program, to engage a wide range of alumni in consistent fundraising for BGSU Dance Marathon.
4. Develop alumni chapters in key regional areas to maintain alumni connections to the university on a local level, offering alumni support and fellowship beyond graduation while supporting BGSU Dance Marathon through location-based fundraising efforts.
5. Partner with the BGSU Alumni Association to update and maintain an alumni database on an annual basis in order to maintain alumni connections to Bowling Green State University while fostering alumni success and championing an alumni culture of philanthropy.

## #2 COMMUNITY PARTNERSHIPS

1. Expand relationships with community partners to include the Firelands campus, collaborating with BGSU's regional partner to actively work toward bridging the 60 mile gap between the Firelands campus and main campus.
2. Evolve the Mini Marathon program from an on-campus event to individualized high school organizations, providing the secondary schools of Wood and Lucas counties with youth-led service learning opportunities and educational experiences that directly contribute to students' college/career preparedness while still partnering with BGSU Dance Marathon for resources and support.
3. Build and strengthen relationships with Mercy Children's Hospital, ensuring that our strategic partnership continues to grow in the future.
4. Expand community outreach and relationships to other universities throughout Ohio and neighboring states by collaborating with key Dance Marathon programs to show support, combine fundraising efforts, and further unify the dance marathon brand and movement.
5. Develop mutually benefitting partnerships with local clubs, programs, and businesses in the Bowling Green area, focusing on rendering action-oriented service and building a better community while giving back and creating ties to the city of Bowling Green.



# Bowling Green State University Dance Marathon

## Five Year (2015-2020) Strategic Plan: Benchmarks/Goals

### #3 RECRUITMENT AND RETENTION

1. Partner with programs and offices on campus to welcome, support, and empower new students during their transition to university life and beyond.
2. Develop and implement individualized immersion programs that strategically target key audiences and focus on recruiting, collaborating, and creating mutually beneficial relationships with potential affinity building groups on campus.
3. Create and implement a recruitment strategy that focuses on personal connectivity, taking steps to ensure that recruitment goes beyond registration and offers services to both recruit and retain students by helping them find where their home lies within the university and Dance Marathon.
4. Develop the existing "Adopt A Dancer", "Adopt A Biker", and Steering mentorship programs between current members and alumni to ensure that all first year members have an additional source of support to utilize throughout the year, actively working to increase retention rates and enhance the well-being of our incoming members.

### #4 MEMBERSHIP DEVELOPMENT

1. Create a community that fosters diversity and inclusion, centered upon building a welcoming and safe environment where all feel supported and secure and all are encouraged to succeed.
2. Provide diversity education and multicultural programs for members by supporting and collaborating with key diversity/inclusion driven offices and organizations across campus.
3. Develop data related to how Dance Marathon has contributed to fostering engaged citizenship, global leadership, and career preparedness in both past and present members.
4. Utilize resources to provide Dance Marathon members with high quality services in career development, leadership development, and other professional development related programs and opportunities.
5. Map and get consistent feedback on the dancer experience beginning with the dancer's initial contact with Dance Marathon and ending with their final perception of Dance Marathon after ZiggyThon, focusing specifically on making dancers more valued and prestigious within the Dance Marathon family.
6. Enhance the core committee member experience throughout the year, investing in and developing current committee members as the future leaders of the organization.



# Bowling Green State University Dance Marathon

## Five Year (2015-2020) Strategic Plan: Benchmarks/Goals

### #5 ORGANIZATION DEVELOPMENT

1. Establish an organizational structure and norms that ensure the entire leadership team is utilized effectively and efficiently while fostering an environment that makes each member of the team feel like a valued and working part of the organization.
2. Create and implement campaigns that align with the current goals, initiatives, and campaigns of Bowling Green State University, Mercy Children's Hospital, Dance Marathon, and Children's Miracle Network Hospitals to strengthen relations and recognizable connectivity with our affiliated groups.
3. Utilize feedback-capture mechanisms within OrgSync (when applicable) to develop on-going data related to the perception, professionalism, and amicability of the organization from all audiences.
4. Expand mutually benefitting partnerships with key organizations and offices across campus to ensure that BGSU Dance Marathon is actively contributing to the success of the university in its entirety and fostering a spirit of collaboration.
5. Rebrand BGSU Dance Marathon to ensure the marketing and utilization of a uniform logo, name, and slogan that connects the program both to Bowling Green State University and Children's Miracle Network Hospitals.

### #6 FINANCIAL STEWARDSHIP

1. Increase the financial literacy, low cost-high impact focus, and fiscal responsibility of our leadership team through the strategic establishment of financial rules, regulations, and practices while providing appropriate financial education and training.
2. Create and implement a plan focused on individual member fundraising that includes innovative resources to help members exceed their fundraising goals and maintain a "miracle mindset" throughout the entirety of the year.
3. Solidify mutually benefitting corporate partnerships with 3 entities, bringing in \$15,000 in stable monetary donations annually for BGSU Dance Marathon.
4. Develop key practices and regulations in regards to corporate and community partnerships that ensure the formation of healthy and mutually benefitting relationships with BGSU Dance Marathon.



# Bowling Green State University Dance Marathon

## 5 Year Strategic Plan: Goal/Potential Resource Alignment

### #1 ALUMNI ENGAGEMENT

1. Collect and distribute BGSU Dance Marathon testimonials from key alumni focus groups related to how Dance Marathon has enhanced their well-being and quality of life as both students and graduates of BGSU.

2. Create and activate an Alumni Board Association to support the current Dance Marathon Leadership Team in their efforts to maintain alumni connections to the university and Dance Marathon through fellowship, participation, mentorship, and fundraising.

3. Utilize the alumni resources provided by Children's Miracle Network Hospitals, particularly the "Forever FTK" program, to engage a wide range of alumni in consistent fundraising for BGSU Dance Marathon.

4. Develop alumni chapters in key regional areas to maintain alumni connections to the university on a local level, offering alumni support and fellowship beyond graduation while supporting BGSU Dance Marathon through location-based fundraising efforts.

5. Partner with the BGSU Alumni Association to update an alumni database on an annual basis to maintain alumni connections to Bowling Green State University while fostering alumni success and championing an alumni culture of philanthropy.

GOAL/RESOURCE ALIGNMENT: **BGSU (Goal #6)**-Enhance the well-being and quality of life of BGSU students, faculty, staff, alumni and friends; **Student Affairs**-develop a communication strategy that illustrates the significant role and success of Student Affairs programs that positively impact retention; **University Advancement (Alumni Association)**-maintain alumni connections to the university; **Marketing & Communications**-market plans and programs that align with the university's goals while strengthening relations with students and their families, faculty and staff, and alumni

GOAL/RESOURCE ALIGNMENT: **University Advancement (Alumni Association)**-maintain alumni connections to the university while fostering alumni success and championing a culture of philanthropy among all Falcons; **CMNH**-aligns with national DM alumni initiative

GOAL/RESOURCE ALIGNMENT: **CMNH**-aligns with national DM alumni initiative

GOAL/RESOURCE ALIGNMENT: **University Advancement (Alumni Association)**: maintain alumni connections to the university while fostering alumni success and championing a culture of philanthropy among all Falcons {AND current focus: chapter development in key regional areas}

GOAL/RESOURCE ALIGNMENT: **University Advancement (Alumni Association)**-maintain alumni connections to the university while fostering alumni success and championing a culture of philanthropy among all Falcons; **CMNH**-aligns with national DM alumni initiative



# Bowling Green State University Dance Marathon 5 Year Strategic Plan: Goal/Potential Resource Alignment

## #2 COMMUNITY PARTNERSHIPS

1. Expand relationships with community partners to include the Firelands campus, collaborating with BGSU's regional partner to actively work toward bridging the 60 mile gap between the Firelands campus and main campus.
2. Evolve the Mini Marathon program from an on-campus event to individualized high school organizations, providing the secondary schools of Wood and Lucas counties with youth-led service learning opportunities and educational experiences that directly contribute to students' college/career preparedness while still partnering with BGSU Dance Marathon for resources and support.
3. Build and strengthen relationships with Mercy Children's Hospital, ensuring that our strategic partnership continues to grow in the future.
4. Expand community outreach and relationships to other universities throughout Ohio and neighboring states by collaborating with key Dance Marathon programs to show support, combine fundraising efforts, and further unify the dance marathon brand and movement.
5. Develop mutually benefitting partnerships with local clubs, programs, and businesses in the Bowling Green area, focusing on rendering action-oriented service and building a better community while giving back and creating ties to the city of Bowling Green.

GOAL/RESOURCE ALIGNMENT: **BGSU Core Value #2**-We collaborate with each other and our community partners in the region, the State of Ohio, the nation, and the world; **Student Affairs**-Expand relationships with community partners and expand outreach AND Continue building partnerships with Academic Affairs and Enrollment Management with an emphasis on retention; **Academic Affairs & Provost (Division of Enrollment Management-Admissions)**-currently focusing on a Firelands initiative

GOAL/RESOURCE ALIGNMENT: **BGSU Core Value #2**-We collaborate with each other and our community partners in the region, the State of Ohio, the nation, and the world; **Student Affairs**-Expand relationships with community partners and expand outreach AND Continue building partnerships with Academic Affairs and Enrollment Management with an emphasis on retention; **CMNH**-aligns with current DM national high school initiative; **Academic Affairs & Provost (Division of Enrollment Management-Admissions)**-dedicated to expanding the student populations for BGSU enrollment by offering programs and services to recruit and retain students. **BG City Schools**- Create partnerships and alliances with institutions in the public and private sectors along with parents to help provide educational experiences that contribute to a students ability to be successful in the world of work

GOAL/RESOURCE ALIGNMENT: **Student Affairs**- Expand relationships with community partners and expand outreach; **Mercy Children's Hospital**; **CMNH**-aligns with current DM national focus on collaboration

GOAL/RESOURCE ALIGNMENT: **Student Affairs**- Expand relationships with community partners and expand outreach; **CMNH**-aligns with current DM national focus on collaboration

GOAL/RESOURCE ALIGNMENT: **Student Affairs**- Expand relationships with community partners and expand outreach AND Maintain and promote positive town/gown relationships AND Continue building partnerships with Academic Affairs and Enrollment Management with an emphasis on retention; **College of Business**-Provide an environment that supports students to reach their fullest potential through learning, discovery, and service AND Develop mutually beneficial relationships between all stakeholders; **Academic Affairs & Office of the Provost (Initiative #4)**-Carnegie Community Engagement Classification 2015 Application (focuses on creating community partnerships); **Office of Service Learning**-strive to assist students, faculty, and staff members with their community-based learning needs through programs and services **Bowling Green Rotary Club**-Encourage participation in a variety of service activities AND publicize action-oriented service **Bowling Green Kiwanis**-Render altruistic service and build better communities; **Bowling Green Lion's Club**- continually searching for charitable individuals of good moral character and integrity who wish to "make a difference" through humanitarian contributions to their community; **Bowling Green Ministerial Association**; **BG Christian Food Pantry**



# Bowling Green State University Dance Marathon

## 5 Year Strategic Plan: Goal/Potential Resource Alignment

### #3 RECRUITMENT AND RETENTION

1. Partner with programs and offices on campus to welcome, support, and empower new students during their transition to university life and beyond through student centered programs.

2. Develop and implement individualized immersion programs that strategically target key audiences and focus on recruiting, collaborating, and creating mutually beneficial relationships with potential affinity building groups on campus.

3. Create and implement a recruitment strategy that focuses on personal connectivity, taking steps to ensure that recruitment goes beyond registration and offers services to both recruit and retain students by helping them find where their home lies within the university and Dance Marathon.

4. Develop the existing "Adopt A Dancer", "Adopt A Biker", and Steering mentorship programs between current members and alumni to ensure that all first year members have an additional source of support to utilize throughout the year, actively working to meet the diverse needs of incoming students, increase retention rates, and enhance the well-being of our incoming members.

**GOAL/RESOURCE ALIGNMENT:** **Office of Residence Life**-Promote an engaging, safe, and inclusive environment for academic success and personal growth through student-centered programs; **Student Affairs**-Continue building partnerships with Academic Affairs and Enrollment Management with an emphasis on retention **Academic Affairs (Division of Enrollment Management/New Student Orientation and First Year Programs)**-Welcome, support, and empower new students during their transition to University life and beyond; **Academic Affairs & Provost (Division of Enrollment Management-Admissions)**-dedicated to expanding the student populations for BGSU enrollment by offering programs and services to recruit and *retain* students

**GOAL/RESOURCE ALIGNMENT:** **BGSU Core Value #2**-We collaborate with each other and our community partners in the region, the State of Ohio, the nation, and the world; **Finance & Administration**-Identify and allocate vital fiscal and human resources to enable BGSU to become the premier learning community in Ohio and one of the best in the nation **College of Business**-Provide an environment that supports students to reach their fullest potential through learning, discovery, and *service* AND Develop mutually beneficial relationships between all stakeholders

**GOAL/RESOURCE ALIGNMENT:** **Student Affairs**-Continue building partnerships with Academic Affairs and Enrollment Management with an emphasis on retention; **Admissions (Division of Enrollment Management)**-dedicated to expanding the student populations for BGSU enrollment by offering programs and services to *recruit and retain* students; **Academic Affairs (Division of Enrollment Management/New Student Orientation and First Year Programs)**-Welcome, support, and empower new students during their transition to University life and beyond; **Student Affairs**- Develop new retention strategies within the Division, as needed

**GOAL/RESOURCE ALIGNMENT:** **BGSU (Goal #6)**-Enhance the well-being and quality of life of BGSU students, faculty, staff, alumni and friends; **Student Affairs**-Develop new retention strategies within the division, as needed AND Continue building partnerships with Academic Affairs and Enrollment Management with an emphasis on retention; **Academic Affairs (Division of Enrollment Management/New Student Orientation and First Year Programs)**-Provide programs and coordinate strategic services that meet the diverse needs of *incoming students* via the Pillars of Success: Academic Success, *Career Development, Leadership and Engagement*, and Personal and Fiscal Responsibility

# Bowling Green State University Dance Marathon

## 5 Year Strategic Plan: Goal/Potential Resource Alignment

### #4 MEMBERSHIP DEVELOPMENT

1. Create a community that fosters diversity and inclusion, centered upon building a welcoming and safe environment where all feel supported and secure and all are encouraged to succeed.
2. Provide diversity education and multicultural programs for members by supporting and collaborating with key diversity/inclusion driven offices and organizations across campus.
3. Develop data related to how Dance Marathon has contributed to fostering engaged citizenship, global leadership, and career preparedness in both past and present members.
4. Utilize resources to provide Dance Marathon members with high quality services in career development, leadership development, and other professional development related programs and opportunities.
5. Map and get consistent feedback on the dancer experience beginning with the dancer's initial contact with Dance Marathon and ending with their final perception of Dance Marathon after ZiggyThon, focusing specifically on making dancers more valued and prestigious within the Dance Marathon family.
6. Enhance the core committee member experience throughout the year, investing in and developing current committee members as the future leaders of the organization.

GOAL/RESOURCE ALIGNMENT: **BGSU (Goal #5)**-Build a campus and community that fosters diversity and inclusion; **Student Affairs**- Engage, support, and lead diversity and inclusion efforts across campus; **Office of Equity and Diversity**- Achieve and support a diverse university community where all are encouraged to succeed and where none are excluded from participation based on any irrelevant characteristics; **Office of Multicultural Affairs**- Promote and facilitate a welcoming, socially just and inclusive campus community by supporting the retention of diverse student populations, providing diversity education and multicultural programs for students, faculty, staff and the surrounding community; **VISION**-LGBTQ activist group that offers panels and educational training sessions on building inclusive environments

GOAL/RESOURCE ALIGNMENT: **BGSU (Goal #1)**-Engage undergraduate students in a unique BG learning experience that fosters engaged citizenship, global leadership, and career preparedness which will lead to lifelong success; **Student Affairs**- Continue to promote and support on-going professional development to increase staff performance and learning; University Advancement- **University Advancement (Alumni Association)**- Maintain alumni connections to the university; **Marketing & Communications**-Market plans and programs that align with the university's goals while strengthening relations with students and their families, faculty and staff, and alumni

GOAL/RESOURCE ALIGNMENT: **Student Affairs**-Continue to promote and support on-going professional development to increase staff performance and learning AND Continue building partnerships with Academic Affairs and Enrollment Management with an emphasis on retention; **Academic Affairs (Division of Enrollment Management/Career Center)**-Strive to engage, educate, and empower by providing high-quality services in career development, planning and preparation, experiential learning, and job attainment AND Develop and nurture relationships that continuously support our mission and the missions of the Division of Enrollment Management and BGSU; **Center for Leadership**-unites campus programs and services to teach students comprehensive leadership development

GOAL/RESOURCE ALIGNMENT: **Student Affairs**-Utilize feedback-capture mechanisms to develop on-going data related to student learning, participation, and attitudes

# Bowling Green State University Dance Marathon

## 5 Year Strategic Plan: Goal/Potential Resource Alignment

### #5 ORGANIZATION DEVELOPMENT

1. Establish an organizational structure and norms that ensure the entire leadership team is utilized effectively and efficiently while fostering an environment that makes each member of the team feel like a valued and working part of the organization.
2. Create and implement campaigns that align with the current goals, initiatives, and campaigns of Bowling Green State University, Mercy Children's Hospital, Dance Marathon, and Children's Miracle Network Hospitals to strengthen relations and recognizable connectivity with our affiliated groups.
3. Utilize feedback-capture mechanisms within OrgSync (when applicable) to develop on-going data related to the perception, professionalism, and amicability of the organization from all audiences.
4. Expand mutually benefitting partnerships with key organizations and offices across campus to ensure that BGSU Dance Marathon is actively contributing to the success of the university in its entirety and fostering a spirit of collaboration.
5. Rebrand BGSU Dance Marathon to ensure the marketing and utilization of a uniform logo, name, and slogan that connects the program both to the university and Children's Miracle Network Hospitals.

GOAL/RESOURCE ALIGNMENT: **Marketing & Communications**-Market plans and programs that align with the university's goals while strengthening relations with students and their families, faculty and staff, and alumni; **CMNH**-aligning campaigns with current marketing/fundraising national campaigns

GOAL/RESOURCE ALIGNMENT: **Student Affairs**-Utilize feedback-capture mechanisms to develop on-going data related to student learning, participation, and attitudes

GOAL/RESOURCE ALIGNMENT: **BGSU Core Value #2**-We collaborate with each other and our community partners in the region, the State of Ohio, the nation, and the world; **Student Affairs (OCA)**- Provide meaningful opportunities that connect students and families to the University community; **USG**-Provide opportunities for students to learn, grow, and lead in an environment that promotes cooperation, respect for one another, intellectual and spiritual growth, creative imaginings, and pride in a job well done; **UAO**-Provides student-focused, social, educational and cultural programs for the BGSU community through diverse, quality and entertaining events, striving to instill pride and lasting memories in the hearts of all BGSU students

GOAL/RESOURCE ALIGNMENT: **Marketing & Communications**-Market plans and programs that align with the university's goals while strengthening relations with students and their families, faculty and staff, and alumni; **CMNH**-aligning BGSU DM program to the national movement





# Bowling Green State University Dance Marathon

## 5 Year Strategic Plan: Goal/Potential Resource Alignment

### #6 FINANCIAL STEWARDSHIP

1. **Increase the financial literacy**, low cost-high impact focus, and fiscal responsibility of our leadership team through the strategic establishment of financial rules, regulations, and practices as well as appropriate financial education and training.

2. Create and implement a plan focused on individual member fundraising that includes innovative resources to help members exceed their fundraising goals and maintain a **"miracle mindset"** throughout the entirety of the year.

3. Solidify **mutually benefiting and service-driven corporate partnerships** with 3 entities, bringing in \$15,000 in stable monetary donations annually for BGSU Dance Marathon.

4. Develop key practices and regulations in regards to corporate and community partnerships that ensure the formation of healthy and mutually benefiting relationships with BGSU Dance Marathon.

GOAL/RESOURCE ALIGNMENT: **BGSU (Goal 1.2)**- Ensure career-provided opportunities for students to learn financial literacy; **Student Affairs**-Increase financial literacy of division staff; **Academic Affairs (Division of Enrollment Management/Student Money Management Services)**- Resource designed to help students with financial planning

GOAL/RESOURCE ALIGNMENT: CMNH/Other Dance Marathon Programs (i.e. Purdue University Dance Marathon); Mercy Children's Hospital

GOAL/RESOURCE ALIGNMENT: **College of Business**-Provide an environment that supports students to reach their fullest potential through learning, discovery, and service AND Develop mutually beneficial relationships between all stakeholders **Bowling Green Rotary Club**-Encourage participation in a variety of service activities AND publicize action-oriented service

GOAL/RESOURCE ALIGNMENT: **BGSU (Goal 1.2)**-Ensure career-provided opportunities for students to learn financial literacy, **Student Affairs**-Increase financial literacy of division staff