

## A VISION FOR BERKLEE COLLEGE OF MUSIC IN 2015

Berklee will be the world's leading institute of contemporary music. Attracting diverse and talented students passionate about careers in music, we will offer a relevant and distinctive curriculum in music and liberal arts. We will engage an unparalleled faculty of inspiring educators and cutting-edge industry professionals, provide state-of-the-art facilities for learning and living, and produce tomorrow's leaders of the global music community.

### Strategic Direction for 2005 to 2008

#### Enrollment

##### *Fast Track*

- Clarify profile of students we want to attract.
- Create more scholarship opportunities for students in all majors
- Phase in a program to audition and interview all viable applicants for admission

##### *Long Range*

- Develop a comprehensive enrollment and scholarship strategy

#### Faculty and Curriculum

##### *Fast Track*

- Establish study abroad programs
- Expand internship opportunities for all students
- Create an advising program for all students
- Support new initiatives throughout program review

##### *Long Range*

- Conduct a comprehensive program and curriculum review

#### Facilities

##### *Fast Track*

- Aggressively seek out and lease/purchase space to meet immediate needs for classrooms and offices
- Attend to substandard classrooms and office spaces and make ADA (Americans with Disabilities Act) improvements
- Stabilize campus technology network
- Optimize use of space throughout facilities
- Increase after-hours availability for practice rooms, communal space, etc.

##### *Long Range*

- Prepare a campus master plan to meet long-term facility needs

#### Resources

##### *Fast Track*

- Expand board of trustee and friend-of-the-college involvement in fundraising efforts
- Conduct feasibility study for capital campaign
- Increase alumni engagement

##### *Long Range*

- Conduct a capital campaign to support college vision

#### Community

##### *Fast Track*

- Improve internal communication and establish a definitive source for college information
- Introduce fitness programs/arrange for access to area fitness programs
- Conduct compensation studies to set fair and equitable pay.
- Establish a leadership development program.

##### *Long Range*

- Develop a comprehensive plan for making Berklee a great place to learn, teach, and work.
- Develop a comprehensive human resource plan for hiring, training, retention, promotion, accountability, and evaluation.

#### Interactive Strategies

- Implement diversity initiative recommendations
- Build Berkleemusic.com into the premier online school for music education
- Develop an after-school music curriculum and expand City Music partnerships and scholarships
- Explore possible educational venture in Valenica, Spain
- Build a sustainable, annual music festival in Boston to support college advancement