

Antioch University McGregor

A dream is a wish your heart makes when you're fast asleep. (Disney)

I Dream	I'm Kept Up at Night	I'm in a Deep and Peaceful Sleep
Strong, steady enrollment	Competition Lack of needs assessment, market research Shortage of advertising dollars Too much; too fast Inability to meet the demands of prospective learners Nightmare: unable to meet an identified need in the region due to capacity problems	We are better than the competition and we make it known. We find some funds to do needs assessment and market research. We keep our money earned from good enrollment and put it <i>back</i> into enrollment management. We grow the programs at a sufficient pace to meet the needs of students. We never, ever have to turn down an opportunity because we have means to grow and respond.

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Outstanding faculty	Reputation of not paying well Low and uncompetitive salaries Too much work; too little time Not enough faculty Lack of funds for professional development Fear some people will never move on and there will be no opportunities to bring in new faculty	Improved salaries More faculty Reduced workload (to a more competitive level) Funds for professional development Offer early retirement packages
Outstanding administrators and staff	Lack of attractive compensation package (for administrators) Not enough staff support Sometimes unsettled staff in union Too much work; too little time	Improved compensation packages; be creative More support staff More mid-level managers Funds to do some outsourcing
Attractive and age-appropriate facilities	Nightmare: graduate students in old, unattended, dirty classrooms Lack of good "tenant" service due to shortage of funds by "landlord" Being low "man" on the totem pole; second class citizen Losing students who are turned off by the environment Potential law suits; lack of good lighting	New building on golf course or behind our building New space away from Yellow Springs Improved College facilities Professionalism through maturation and growth in maintenance and facilities oversight

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New programs	Absolutely no funds for program development "Guessing" without good market research Any tuition revenue funds go to the bottom line; departments find this a disincentive for growth. An overage goes out to the University or other campuses.	Grow to a level where programs are self-sustaining. Return excess revenue over expenses to departments. Create a program development fund (parallel to that of the Ph.D. program) which began with \$500,000
A clear, understandable and impressive image	Nightmare – low morale which makes employees feel we are second-class citizens and therefore they are not motivated to move toward success. Confusion in the region as to our identity. Major nightmare – losing any ground now that we are in a good space.	Good morale, and then good stakeholder relations. Making UD, Wright State and others jealous. A national presence in our image and reputation.

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The next legacy for the University – from McGregor <i>and</i> A significant impact on the region's economy	Nightmare – insufficient resources to make it happen.	Grants, revenue or other funding to help: The Community College Track in the Graduate Management Program A wired community modeling the Classroom of the Future Troops to Teachers – delivering teacher education programs to Wright Patterson Air Force Base
We make all this happen	We miss the opportunity and I miss this "teachable moment" with the board	Let us keep our money. Donate to the adult campuses. Help us raise funds, reputation and create University.