

Engagement Station 1: Vision

Facilitated by John Zavodny

The [Vision Engagement Station](#) presented groups with 8 trial vision statements to determine which language received the most affinity as expressed through dots or marks. Participants were encouraged to mark specific words or whole statements which appealed to them.

Session Results

The top three vision statements from the exercise were: “Engaging and educating a sustainable world,” “Tomorrow’s environmental leaders today,” and “Sustaining the planet through education.”

- In general, the word “sustainability” received more positive feedback than “environment.”
- There were conversations about “environment” becoming limited and somewhat dated language.
- There were rich conversations about establishing a slightly larger sense of purpose for a vision statement. One example was placing the strategic plan, mission, and vision into a context around “The Common Good” or some such broader purpose.
- The word “reimagining” in “reimagining higher education” received positive feedback and considerable reinforcement during discussions. There were a few dissenters to the positivity around “reimagination” who observed that the term can be seen as vague.
- The word “education” received positive feedback every place it occurred.
- The word “tomorrow” received positive feedback.

Engagement Station 2: Strategy Screen

Facilitated by Erika Latty

This [Engagement Station presented the draft Strategy Screen](#), which is a set of criteria the institution uses to choose whether or not a particular initiative is consistent with the college identity and strategic direction. Participants were asked to consider the strategy screen and share their thoughts regarding the following questions: 1. “Are these the right priorities?” 2. “What’s missing?” 3. “What’s included that shouldn’t be?”

Participants shared feedback on each item and asked important questions about the mechanics of the strategy screen, how new initiatives fit with respect to existing ones, and how financial success fits of a proposed new initiative fits into the strategy screen. Specifically, a institutional glossary of terms was requested to provide clarity on phrases within the strategy screen such as “partnership priorities.”

Engagement Station 3: Values

Facilitated by Brian Doore

The [Values Engagement Station](#) presented groups with 10 draft values statements to determine which phrases received the most affinity as expressed through green dots. Each of the value statements were drafted to complete the phrase: “As America’s Environmental College, we promise...” Participants were encouraged to place green dots over specific words or whole statements which appealed to them.

Session Results

Participants fairly uniformly expressed affinity towards each of the statements, but several phrases:

- To educate you, as a student, to start where you are, respond to your needs, and play to your strengths.
- To lead the community of knowledge creators through research, creativity, and scholarship.
- To transform higher education into a nimble industry, responsive to your needs.
- To grow with you, as a learner, to develop resilient, committed, and grounded communities.

Popular words included:

- Resilient
 - Diverse
 - Inclusive
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Engagement Station 4: Audience

Facilitated by Jennifer deHart

In [Audience Engagement Station](#), participants were encouraged to work together to make a list of new potential audiences for Unity College. Participants engaged in conversation and identified potential audiences within each of the categories.

Session Results

Common themes include nonprofit organizations whose missions align with ours, large foundations, and organizations/companies seeking professional certifications.

The following are samples of ideas proposed for each of the following categories:

Learners: Senior citizens, remote access, Native Americans from Maine and other states, DIY hobbyists, GED students, home schoolers, public school teachers, adult learners, first generation college students, food service professionals, young professionals, state and federal agencies

Consumers: Scout groups, school groups, students, staff, faculty, athletes, local community, veteran groups, Extension Services, Renters, McKay customers, tourists, Sky Lodge customer, elder hostels, Rhodes scholar groups, International Agencies, Foodies, employees of guide services, catering customers

Foundations & Donors: Retired and educated folks with capacity, cause-based alignment, Sandy River Charitable Foundation, Stephen & Tabitha King Foundation, Pew Charitable Trusts, Bill & Melinda Gates Foundation, Kellogg Foundation, Walton Foundation, E.B. White, NSF, Knight Foundation, Kendall Foundation, Ducks Unlimited, Cliffords, Pepsi Foundation

Clients: Aquaculture companies, eco-tourism, those seeking certifications, international nature organizations, gardeners, local restaurants, businesses wanting to conduct executive training, land trusts, veterans groups, businesses wanting professional trainings

Investors: Venture capital and other strategic investment professionals, International organizations connecting students with opportunities, research foundations or laboratories, and businesses offering funds to develop sustainable systems

Partners: Senior living organizations, immigrant organizations, out-of-state nonprofits for internships, Alford Youth Programs, Chambers of Commerce, Ducks Unlimited, Belfast Shipyard, Community Development organizations, municipal planners and managers, vocational schools, Audubon Society, Peace Jam International