

**OFFICE OF THE
PRESIDENT**

UNIVERSITY TOWN HALL

WITH PRESIDENT COLEMAN

LAND ACKNOWLEDGMENT



AGENDA

ORGANIZATIONAL UPDATES

GOALS

LEADERSHIP

REBRAND



***Non nobis solum sed
omnibus.***

*not for ourselves alone,
but for all.*

Gemeinschaftsgefühl

*state of social connectedness and interest
in the well-being of others.*

PEOPLE

Our students, faculty, staff, and the lives we change by working in community, **not for one, but for us all.**

PURPOSE

Anchored in Adlerian principles of social interest – we educate public health changemakers, breakaway thinkers – scholars, researchers & practitioners – who reimagine global health models to de-stigmatize perceptions of mental health emphasizing partnership reciprocity and community co-creation.

PARTNERSHIP

We pursue cross/multi-generational, multi-national, and multi-sector **collaborations that accelerate transformational** and impactful **community outcomes.**



“We cannot protect our children from life. Therefore, it is essential that we prepare them for it.” - Rudolf Dreikurs



THE HUMAN, THE ARTIST, THE BUILDER:

Creating a Thriving
Humanity — One
Step, One Stroke,
One Brick at
a Time

STATE OF THE NATIONS

7

POST-SECONDARY EDUCATION WELCOMES NEW GOVERNMENT

Universities will be critical to economic growth, say leaders.



TRUMP'S FIRST 100 DAYS

***Pritzker calls for mass mobilization
as he grows his national profile.***



ONGOING WORK

01

Infrastructure & Organization Recalibration

Fiscal analyses, organizational reset; process improvements; enrollment strategic planning; faculty, staff administrative councils, etc.

02

Policy Identification & Implementation

Accelerated development needed.

03

Brand Refresh & Alignment

Messaging, imprint, student-focused; higher education market alignment; digital assets.

04

Friend & Fundraising

Identify opportunities; realign leadership structures to support advancement efforts.

05

Leadership Institutes launch

Build out educating leaders who are changemakers — micro-credentials.

PRESIDENTIAL GOALS & STRATEGIC ACTION PLANS

PRIMARY GOAL

Purpose

Position the University for ongoing success with a focus on excellence in leadership and organizational operations to ensure long-term institutional growth as Adler continues to deliver on the promise to educate our students and sustain the investments of our alumni.



**BOOST ORGANIZATIONAL
RESILIENCY**

A conceptual image with a warm, brownish-gold color palette. In the foreground, a calculator is visible, slightly out of focus. The background is filled with numerous floating white icons of dollar (\$) and euro (€) symbols. Several business-related terms are scattered around the central text. The overall composition suggests themes of finance, calculation, and economic goals.

FINANCIAL STABILITY

BUSINESS

GOALS

FOCUS

BUDGET

FINANCE

PRESIDENTIAL STRATEGIC ACTION GOALS - PHASE ONE (Aug 2025)

- I. People → Leadership Development, Accountability, Governance
- I. Purpose → Academic & Operational Excellence
- I. Partnership → Growth & Institutional Sustainability

PEOPLE - Leadership Development, Accountability, & Governance.

- Sunset 2023-2026 Strategic Plan. *Conclude Spring 2025.*
- Hire provost. *Conclude Spring 2025.*
- Hire Vice President, Advancement 2025. and Alumni Affairs. *Conclude Summer*
- Institute new goals for Senior 2025. *Conclude Summer*

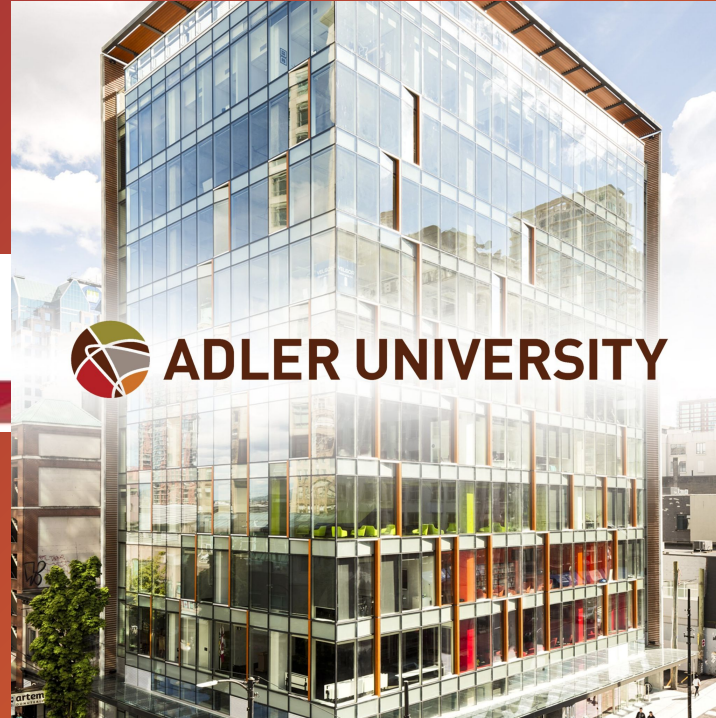
PURPOSE – Academics & Operational Excellence

- Complete institutional (clean) audit, make necessary adjustments. *Conclude Spring 2025*
- Achieve fiscal stabilization with monthly projected increases → resulting in first annual surplus since 2023. COLA. *Conclude Summer 2025.*
- Separate Enrollment/Admissions and Communication for full optimization. *Conclude Summer 2025.*
- Hold provost accountable for complete requirements for HLC *Conclude Summer 2025.*
- Academic Advising & Site Placement systems *Conclude Fall 2025.*

PARTNERSHIP – Growth & Institutional Sustainability

- Re-focus alumni re-engagement
Host at least three alumni related events. *Conclude Summer 2025.*
- Restructure VPIA position office, hire. *Conclude Summer 2025.*
- Hire institutional grant writer. *Conclude Summer 2025.*
- Engage and attend six friendraising opportunities in Vancouver (3) and Chicago (3). *Conclude Summer 2025.*

STATE OF ADLER UNIVERSITY



REORGANIZATION REIMAGINATION



LEADERSHIP UPDATES

18

Provost

William “Bill” J. Ehmann, Ph.D., an experienced academic leader with a strong record of advancing student success and institutional effectiveness, will join Adler University as provost on July 21.

He began in a part-time capacity earlier this month.



LEADERSHIP UPDATES

People, Purpose, Partnerships



1. Goals and alignment:

- a. Alignment with Presidential Goals; ambassadorship roles.
- b. OD consultant continuation – into 2026.
 - i. Models of dynamic bold leadership. New leadership → future-focused.
 - ii. Best practices: Working with team to reset organizational culture, expectations.
- c. Retreat:
 - i. First phase of leadership development. Board & SLT. Additional work throughout org.
 - ii. Goal setting and redefined leadership expectations.

2. Accountability Structures

- a. Leadership as a role.
- b. Collaboration and community.
- c. SLT Collective Modeling: Letting go of the past, ability to articulate new vision, passion for growth.
- d. Cabinet; TAG, Senate re-design.

LEADERSHIP UPDATES

People, Purpose, Partnerships



3. Clarity of Roles and Responsibilities:

- a. JD updates.
- b. Goals aligned to portfolios.

4. Gearing up for Accelerated Growth:

- a. Focus on implementation, measurable outcomes.
- b. Train has left the station, slowly, but is now going to reach its stride and this is an international speed train. Who is on the train?
- c. Cascading across the organization, community members will have opportunity to self assess, identify goals goal setting, & areas for professional growth.

POLICY TASK FORCE UPDATE

Purpose | Infrastructure

Phase 1 | Completed

- Over 200 existing policies identified and reviewed.
- Urgent, federal, and out of compliance policies addressed immediately.
- New policy drafts or edits reviewed by the task force in partnership with departments.
- Drafts of a Policy Template and a Policy on Policies completed.
- Researched digital policy repository platforms & developed an accountability system.

Phase 2 | In process:

- All policies to be finalized and translated to new templates.
- Policy on Policies will be finalized and approved. Includes a decision making protocol:
 - Policies live under Compliance.
 - Establish a standing Policy Committee.

Phase 3 | Fall:

- Communicate policy changes, digital accountability process via SharePoint, and launch policy website page.

ENROLLMENT UPDATE

Restructuring in process:

- EAB and EIN: Enrollment strategy development, processes.
- Lack of marketing investments from 2024 → **REIMAGNING**.
- Too much **fall dependence**. Spring & Summer refocus.
- Departmental **bottlenecks**. e.g. Academic Advising. Site Placements.

Growth pilots, new programs, institutes, etc.

FISCAL TRENDS

23

Purpose

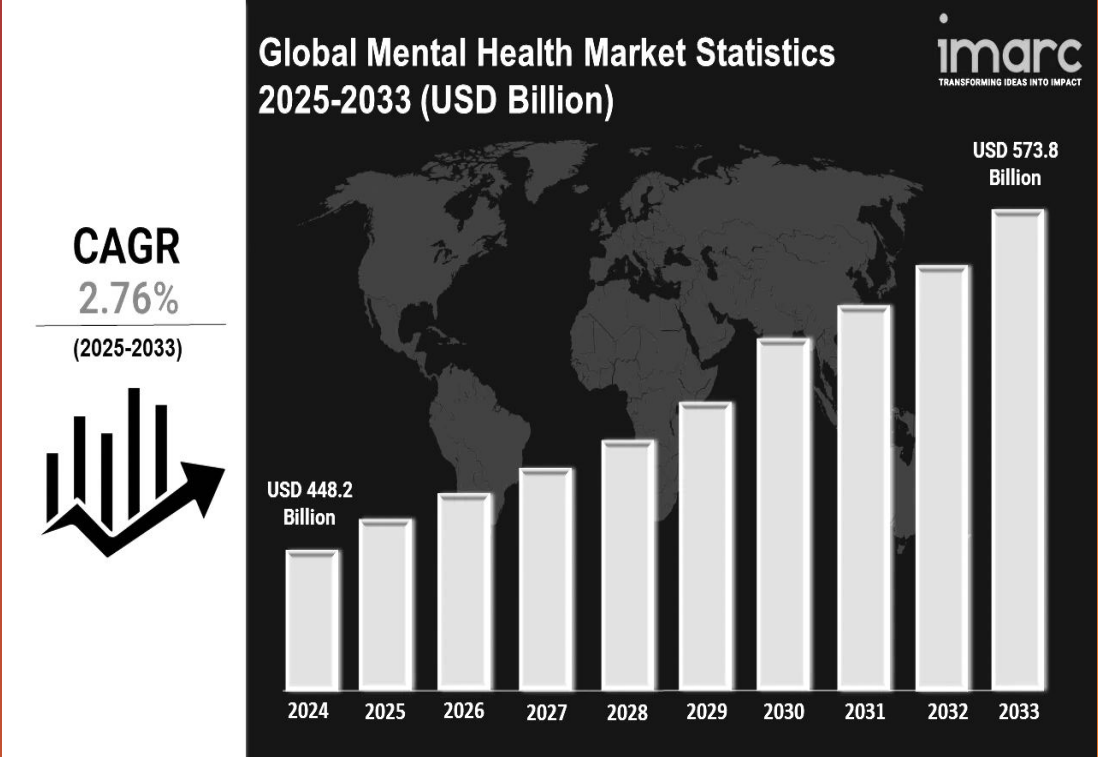
Restore confidence

- Transparency.
- Tuition rate increase limited to 3%. Message to students this week.

Surplus on track → projected to exceed

- Savings based on:
 - Fall enrollment - program expansion (variances*).
 - Fiscal prudence, e.g.: vacancies, ongoing reorg.
 - Infrastructure adjustments and no additional fines.
 - Continuation of grants.

GROWTH (PURPOSE, INFRA)



GROWTH

GLOBAL LEADERSHIP (PURPOSE, INFRA)

Steering global leadership
@ Adler - Fulbright & Beyond

The Global Mental Health Action Plan 2013-2030, initiated by the World Health Organization (WHO), aims to address this challenge through a combination of interventions, including strengthening governance, providing community-based care, and promoting prevention for those most disenfranchised globally. Global Equity Models.



GROWTH (PURPOSE, INFRA)

26

LEADERSHIP EDUCATION & INVESTMENTS



GROWTH (PURPOSE, PARTNERSHIP, INFRA)

27



Benefits of AI in the Mental Health Field



**Better,
Personalized Care**



**Shorter
Wait Times**



**Remove Barriers
to Treatment**



**Boost
Efficiency**

COMMUNICATIONS UPDATES

29



&



ORGANIZATIONAL COMMUNICATION

30

- TOWN HALLS
- MEETINGS
- WEBSITES
 - President's
 - Inside Adler



BRAND UPDATE

UNIVERSITY REBRAND

Purpose

Why?

- Optimization of visual brand — website, color unification, etc. to align with modern universities.
- Refine messaging to align with contemporary trends in health care to realign with people, purpose and allow for greater partnerships.
- U.S., Canada, online integration for global growth.

REBRAND | Takt

Adler *University*

The Next Chapter



Challenges

As the university continues to evolve into a global institution transforming community, public, and organizational health systems, its brand must reflect the *scale*, *urgency*, and *uniqueness* of that work.

Fragmented identity across platforms and programs.

Inconsistent language, visuals, and tone made it difficult to communicate a unified brand, especially across campuses, audiences, and delivery formats.

Underutilized differentiation.

Adler's most powerful assets, including its scholar-practitioner model, community partnerships, and systems-focused mission, weren't showing up clearly or consistently across the brand experience.

Branding that didn't match its impact.

Outdated visuals, misaligned messaging, and a lack of internal clarity left teams without the tools to express Adler's global reach, local relevance, or leadership with confidence.

Core Tenets

Adler University's work is **real**. *Measurable. Essential.*

Its approach transcends the classroom, championing intentional co-creation and reshaping how care is taught, actioned, and experienced across around the world.

And it's doing it in a time where society feels as fragmented, polarized, and confused as ever.

Adler left behind some pretty colossal - and complex - shoes to fill.

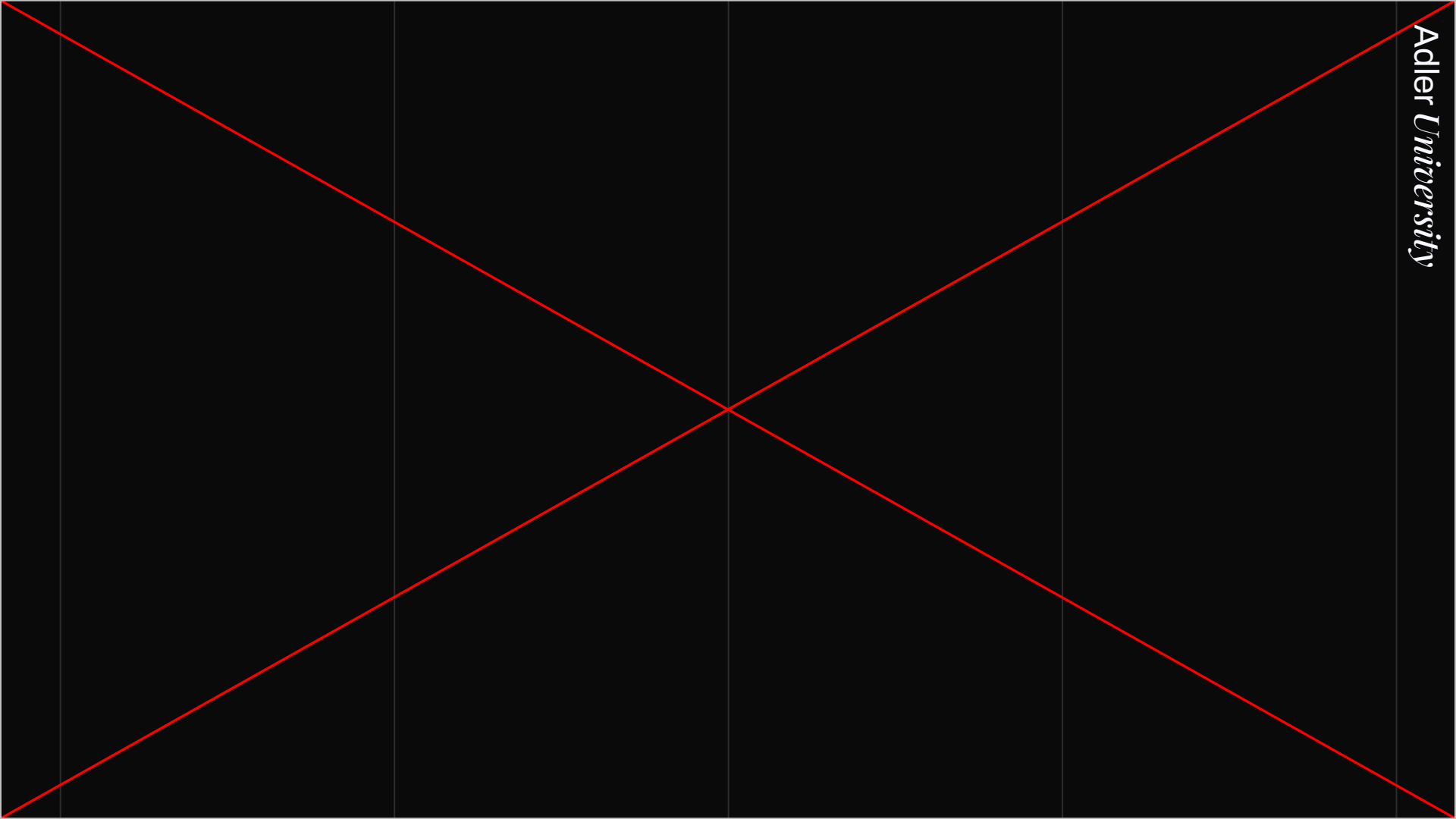
A brand that positions the institution to maximize its impact is anchored in...

- Boldness to signal *just how unique* Adler is.
- Clarity to *unify a growing diverse network* of students, faculty, partners, and alumni.
- And adaptability to *answer the call*, when the world arguably needs Adler more than ever.

Simply Stated, It Starts With...

Our “why”

*To transform health systems through
social interest and foster a healthier,
more unified world.*





TAGLINE

Challenge convention. Create change.

The circular form represents the holistic self — not a fragmented individual, but someone deeply connected to relationships, systems, and environments. It symbolizes wholeness and interdependence, emphasizing that we exist within, and help shape, the contexts around us.



The connection is not ornamental; it's integrative. It reflects Adler's core insight: that the empowered individual does not merely adapt to the system—they participate in and transform it.

The diagonal shape suggests force, momentum, and design—systems as they exist. Yet, its flow is influenced and shaped by its connection to the circle. In this, the mark reflects Adler's vision for social interest (Gemeinschaftsgefühl): when individuals are truly whole, they do not seek to dominate or withdraw—they redirect the trajectory of systems toward empathy, justice, and shared purpose.



Holistic
self

+



Connection
& empathy

+



Systems
& progress

=



Monogram



ALIGNING MESSAGING + MISSION

BRAND ALIGNED

Mission, vision, values for Adler's future

- New messaging → Aligning mission, vision, values.
- Accreditation considerations → Collaborative process.
- Timeline:
 - Announce to community.
 - Draft new MVV based on the 40+ focus groups for brand.
 - Share with community for feedback.
 - Revise and finalize.
 - Board approval.

CLOSING COMMENTS

Q&A