

**Statement on Strategic Planning and Market Research**  
**Kathleen G. Bowman, President**  
**November 16, 2005**

The R-MWC Board of Trustees announced recently that, as part of its strategic planning process, additional market research for the College would be commissioned to determine whether, as a co-educational institution with a distinctive identity, the College would appeal to males as well as the many females who would not otherwise consider the College.

In response, alumnae have expressed questions and concerns about why the College is considering this possibility now.

R-MWC President Kathleen Gill Bowman emphasized that, "The Board is engaged in strategic planning now, when R-MWC is in a position of strength, with an endowment of \$133 million; with the most successful campaign in the College's history nearing completion, with more than \$96 million committed; and top tier students and academic programs for which the College is nationally and internationally known. Yet the Board knows that the marketplace realities for women's colleges must be examined. Responsible Boards look far into the future at markets and financial projections for their institutions and are not complacently planning from one year to the next. R-MWC's Board wants to explore every avenue to ensure that the special character and strength of this institution of higher learning extend far into the future with a robust financial and marketplace position."

It should be clarified that, as part of its work, the Board has commissioned market research on the possibilities for the College to remain single gender and for the possibilities of its becoming co-educational, in both cases with a distinctive and appealing identity.