

Strategic Priorities

2025-2027



MISSION:

Central Penn College opens opportunities to students from a variety of academic backgrounds by providing the education needed for employment and advancement in their fields.

VISION:

To be the leader in career-centered, value-driven, student-focused, and community engaged higher education for south-central Pennsylvania and beyond (new)

VALUES

- Integrity
- Scholarship
- Excellence
- Professionalism
- Inclusivity
- Community Service

Central Penn College

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Since 1881, Central Penn College has been built on a foundation of academic excellence and dedication to student success. Rooted in a strong foundation of business programs, the college has evolved to meet the growing healthcare needs of the community. By expanding health science offerings, the college is honoring its past while shaping the future.

Central Penn serves a diverse and dynamic student body from various backgrounds, seeking professional advancement and personal growth. Programs are designed with a strong focus on career readiness, and graduates continue to see positive outcomes, with strong rates of employment in their fields of study.

The college offers a variety of **flexible learning** options, including on-campus and online programs. Academic programs range from certificates and associate degrees to master's degrees and are designed to equip students with the knowledge and skills needed to succeed in today's competitive job market. The college has dedicated support services, including academic advising, tutoring, and career counseling, to ensure that students have the resources they need to thrive.

Financial sustainability is a core focus of the institution. This commitment allows the college to adapt to changing market conditions, maintain the mission and provide the best possible educational experience for students. By carefully managing resources, the college continues to offer high-quality programs, competitive tuition rates, and essential student support services.

Central Penn's impact extends far beyond its campus, contributing significantly to the local and regional economies. Partnerships with local businesses and organizations ensure that the college remains connected to the needs of the workforce and the community. Central Penn fosters academic excellence, community engagement, and long-term success for students, alumni, and the community.

Goal Area 1: **Career-centered**

Central Penn is committed to delivering career-driven education that equips our students with the skills and knowledge necessary for professional success and advancement in their chosen fields.

Central Penn College will:

1. Create a clear vision and pathway to job placement for students in their field of study upon admission to the college.
2. Create opportunities within the curriculum to engage students civically through community service, internships, networking, sports clinics, and health and job fairs.
3. Integrate experiential learning opportunities into the curriculum informed by advisory boards and current trends.
4. Provide an opportunity for professional learning and development for students in all campus departments.
5. Grow academic programs in high-demand fields through robust recruitment and retention strategies.

Goal Area 2: **Value Driven Culture**

A value driven culture promotes integrity, transparency, and responsible behavior and establishes a moral code that guides the college community to make ethical decisions, even in challenging situations.

Central Penn College will:

1. Provide affordable education in an accelerated format to provide flexibility for students.
2. Steward resources to maximize the student experience while ensuring fiscal responsibility.

3. Recruit and retain students, faculty, and staff who demonstrate a high potential for success.
4. Lead by example demonstrating to students the transformative power of honesty, integrity, and transparency in all interactions.
5. Ensure that students, faculty, and staff understand their responsibility for exceeding expectations, consistently upholding the College's values.

Goal Area 3: **Transformational Student Experience**

Central Penn focuses on the comprehensive development of our students, encompassing academic excellence, professional skills, personal growth, and social responsibility throughout their academic journey.

Central Penn College will:

1. Revise policies and procedures, as needed, to maintain vibrant and relevant student experiences.
2. Continue to create and embrace traditions that reflect the core values and history of the college such as Fall Harvest, Health Science Pinning Ceremony, Knights at the Round Table, and Holiday tea.
3. Invest in athletic programs to enhance student experiences and promote institutional pride and community visibility.
4. Promote opportunities for student engagement to build connections outside of the classroom through volunteer work, community service, youth programming, and club involvement.
5. Cultivate well-rounded students by developing their interpersonal skills, with an emphasis on professionalism, critical thinking, public speaking, and written communication.

Goal Area 4: **Community Partnerships**

Working alongside community partners, the college will enhance the campus and expand opportunities for students. These collaborations will provide valuable resources, mentorship, and experiential learning opportunities for students, further enriching the educational experience and strengthening ties between the college and the community.

Central Penn College will:

1. Optimize the college campus by developing underutilized land and infrastructure through partnerships with community stakeholders.
2. Engage alumni in campus events, institutional/student support, and career development.
3. Grow the Center for Workforce Excellence by recruiting community leaders and organizations to develop their employees with the skills needed to be successful in their field.
4. Transform the college campus into a vibrant hub for community engagement by creating diverse revenue streams through the Conference and Events Center, Capitol Blue Cross Theatre, and Outdoor facilities.

Goal Area 5: **Financial Viability**

Financial sustainability is essential to the college's ability to adapt to the shifting landscape of higher education while pursuing our mission.

Central Penn College will:

1. Attain stronger financial health of the organization by reducing annual deficits and working within the approved budget.
2. Achieve a sustainable level of annual enrollment with projected increases over the next three years.
3. Complete the analyses and implement the recommendations from the Land Development Ad Hoc Committee while considering the financial impact on the college over the next three years.
4. Partner with the Central Penn College Education Foundation to raise significant funds via donor cultivation, grant applications, and government relations.
5. Continue to pursue innovative partnerships and initiatives that increase enrollment and retention, diversify its revenue portfolio, and strengthen its financial position to reduce total budgetary tuition reliance.

Success at Central Penn College will be characterized by the ability to restore the college to financial stability while fostering an inclusive, student-centered environment that promotes academic achievement, personal growth, and career readiness. The vision is a thriving community where students not only excel in their chosen fields but also develop the essential skills needed to navigate the complexities of today's workforce.

To measure progress, the College will implement a comprehensive assessment framework to track key metrics such as graduation rates, employment outcomes, and student satisfaction and financial stability. Regular evaluations of academic programs and support services will ensure their alignment with strategic priorities, industry standards, and the evolving needs of the diverse student body. Central Penn College remains committed to upholding excellence and maintaining its position as a leading institution for career-focused education in the region and beyond.

Implementing Strategic Priorities in Central Penn's planning process:

1. Unit plans will be incorporated into the Strategic Priorities.
2. Master Plans and responsible parties:
 - a. Academic: VP of Academic Affairs
 - b. Enrollment Management: VP of Enrollment, Marketing and Community Relations
 - c. Financial Plan: VP of Administration and Finance and President
 - d. Engagement and Retention: VP of Student Services and Chief Diversity Officer
 - e. Information Technology and Facilities: VP of Administration and Finance and CIO
 - f. Advancement: VP of Enrollment, Marketing, and Community Relations and Foundations Director and President
3. Unit plans will be developed January-March. Faculty and staff will collaborate with the lead assigned. The strategic planning committee will ensure alignment across the plans. Personal goals aligned with the strategic plan will be developed early in the year.

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