



STRATEGIC PLAN 2020-2025

Mission: To provide affordable and accessible post-secondary education to the residents of Northern Pennsylvania.

GOALS	OBJECTIVES	STRATEGIES
1. Grow student enrollment	a. Increase enrollment in NPRC's academic programming to 720 students per year by fall 2025.	Achieve full regional accreditation by 2023 Become Title IV eligible and offer Federal and State financial aid Begin and sustain participation in TAOC Secure articulation agreements with four-year, post-secondary providers across the service area Offer two additional degree programs by Fall 2023
	b. Increase the number of students participating in NPRC's workforce development programs to 1600 annually by fall 2025	Develop partnerships with regional industry to deliver training and develop enrollment opportunities Identify high need/family-sustaining occupations and develop programs to meet that need
2. Foster student success and completion	a. Increase student retention by 5% over baseline by fall 2025	Build student services to provide comprehensive services to support student needs Build partnerships with regional social service agencies to support students Provide intervention to all students with C, D, or F grades at all grading periods during a semester
	b. Strategically enhance geographic accessibility	Determine the best locations for instructional sites using regional, community, and site data and implement programming at those sites. Identify and implement strategies to support students' transportation need
	c. Create well-developed career services and financial aid resources by fall 2021	Prepare for Title IV compliance, state aid eligibility and requirements needed for regional accreditation Develop and utilize technology to maximize efficiency of financial aid processing and record keeping Implement a compliant Institutional Aid process to help close the gap in students' financial need not met by federal and state aid or outside resources Develop and implement a career services plan to include career information and resources, career readiness, and partnerships with external career services providers Build a digital NPRC career services presence Create partnerships with organizations and businesses in the region to create paths and expand opportunities for career service delivery to NPRC students
3. Provide relevant, high-quality programming	a. Ensure faculty and staff are well-prepared to support student learning and success	Implement professional development planning into employee evaluations. Create and implement in-house educational opportunities and take advantage of existing professional development offerings.
	b. Ensure rigorous programming is regularly evaluated and revised and developed to meet regional needs	Create and implement an ongoing comprehensive feedback loop to identify employer needs and develop/revise programming to meet those needs Use data to evaluate and ensure completion of WFD programs leads to employment, job retention, or job advancement for a majority of students Identify all communities of diverse people in the footprint and create and implement outreach strategies to these communities to ensure accessibility and equity of services
	c. Strategically and continuously increase availability of stackable credentials by Fall 2025	Establish content-focused advisory committees to identify stackable credentialing pathways across WFD and academic programs
4. Create a sound financial system that maintains long term operational funding, promotes sustainability, and maintains resources	Maintain a fiscally responsible budget annually with sufficient and diversified revenue to support programmatic objectives	Create five-year budget and update annually Ensure that financial, student, and program data management systems coordinate to allow for comprehensive reporting. Create Advancement Office to prospect, pursue, secure and track grants, private donations, and other potential revenue streams Pursue business and community partnerships through shared services, equipment, physical space, or in-kind donations
5. Garner strong name recognition throughout the service area (primarily), state (secondarily), and nationally (tertiarily) to increase understanding about what NPRC is and offers	a. Elevate community perception of NPRC as a viable, high-quality education/training provider, by comparing perception survey results by May 2023.	Finalize Strategic Marketing Communication Plan and update on an annual basis. Strategically market within current footprint (and surrounding counties for Workforce Development) Highlight student and employer success stories and share across multiple media Ensure community champions are available and active
	b. Identify and clarify/rectify the top three misperceptions and/or negative perceptions held by the public by May 2023	Create and implement strategies to educate the public to clarify misperceptions, rectify negative perceptions, and promote NPRC strengths