

NORTHERN PENNSYLVANIA REGIONAL COLLEGE

STRATEGIC PLAN 2020-2025 Update 2021

GOALS	OBJECTIVES	STRATEGIES	
<p>1. Grow student enrollment</p>	<p>a. Increase enrollment in academic programs to a total headcount* of 550 and a total FTE** of 275 by AY 2024-2025 per institutional definitions. *Total Headcount: Sum of students enrolled at census in each term of an academic year **Total FTE (institutional definition): Sum of FTE at census in each term of an academic year **FTE (institutional definition): Full-time Equivalency (total number of credits taken in a term divided by 15 credits)</p>	<p>Meet all expectations and deadlines established by our accrediting body in pursuit of accreditation Meet all expectations and requirements for application to be 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 Establish a recruitment plan to include intentional communication between marketing and community engagement, a calendar of regular recruitment activities, and assessment of plan efficacy. Offer two additional degree programs by Fall 2023 Increase number of Dual Enrollment agreements Pilot Program - offer day-time academic courses</p>	
	<p>b. Increase the number of students participating in NPRC's workforce development programs to 1600 annually by fall 2025</p>	<p>Develop partnerships/relationships with regional industry</p>	
		<p>Develop partnerships with stakeholders to maintain community support of NPRC</p>	
		<p>Develop a strategy for potential expansion into other counties across Pennsylvania</p>	
		<p>Continuous evaluation of training and education needs of employers and local communities; develop programming in response; offer in a convenient easily attainable timeframe</p>	
		<p>Identify high need/family-sustaining occupations and develop programs to meet that need</p>	
		<p>2. Foster student success and completion</p>	<p>a. (i) establish a baseline for student retention* from AY 2020-2021 to AY 2021-2022 and grow baseline by at least 2% by AY 2024-2025 based on internal definition of retention and (ii) establish baseline for perseverance** as institutionally defined using spring 2020 through fall 2021 and grow baseline by at least 2% by summer 2024. *Retention (Institutional Definition): having a student continue enrollment from one academic year to the next academic year in at least one term thus maintaining their catalog of record. **Perseverance (Institutional Definition): enrollment in two of three terms within any three-term sequenced set. (Ex. 1: a student who enrolls in class in Spring 2021 and Fall 2021 perseveres because they attended two terms within a three-term set that includes spring, summer, and fall of 2021) (Ex. 2 a student enrolls in summer 2020 and spring 2021 perseveres because they enrolled within two terms in a three-term set that includes summer 2020, fall 2020, and spring 2021.)</p>
	<p>Build partnerships with regional social service agencies to support students</p>		
	<p>Provide intervention to all students with C, D, or F grades at all grading periods during a semester</p>		
		<p>b. Strategically enhance geographic accessibility</p>	<p>Determine the best locations for instructional sites using regional, community, and site data and implement programming at those sites.</p>

		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
		Build a digital NPRC career services presence
		Create partnerships with workforce partners 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 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
		Establish a community of inclusion at NPRC where all feel welcome
	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	a. 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.	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
		Connect education and training to career pathways (jobs) in marketing efforts
	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
		Complete a Perception Study to establish a base-line of data to develop strategies to overcome and/or support