



# Strategic/Master Academic Plan 2012-2018

## Goal 1: Promote Access to the College

### Strategies:

- Expand partnerships with high schools (e.g., college readiness, PSEO/CE)
- Target marketing strategies (e.g., direct involvement from faculty, focus on age categories)
- Cultivate e-education strategies
- Increase funding for student scholarships

## Goal 2: Commit to Student Learning

### Strategies:

- Optimize technology use in all courses
- Expand & enhance data collection to assist in the setting of benchmarks, understanding trends, assessing learning at all levels, and informing College decisions
- Support professional development for faculty and staff focused on enriching & sustaining College initiatives (e.g., Quantway, OnCourse, learning styles differences)

## Goal 3: Promote Economic Vitality

### Strategies:

- Pursue mission-related grant opportunities
- Develop and enhance enrollment management Initiatives
- Expand & enhance industry partnerships

## Goal 4: Exemplify Innovation and Collaboration

### Strategies:

- Explore project based/experiential learning opportunities
- Support an innovative culture
- Collaborate with 4-year universities to increase transferability and preparedness