Our Strategic Plan

Bloomsburg | Lock Haven | Mansfield
COMMONWEALTH UNIVERSITY OF PENNSYLVANIA

VISION
Commonwealth University will be a premier regional public institution that supports and prepares all students for success in the global workforce by providing an accessible and transformative educational experience.

> DEIB
> Strategic Comms
> Thriving Students, Faculty, and Staff

University Success

Academic Excellence and Innovation

Welcoming and Inclusive Community

Student Success

Innovative and Exceptional
Student-Centered
Accessible
Resilient
Collaborative
Welcoming and Inclusive

VALUES
Resilient   Student-Centered
Accessible   Welcoming & Inclusive
Collaborative   Innovative & Exceptional

◀ View Values in Action

STRATEGIC PRIORITIES

Student Success
Provide holistic and inclusive support to meet the needs of all students and prepare them for personal and professional success.

Academic Excellence and Innovation
Provide an innovative and transformative educational experience that prepares graduates and credential earners to succeed in meaningful careers and beyond.

University Success
Ensure fiscal sustainability, increase enrollment, and develop cutting-edge systems and processes to attract and retain diverse students, faculty, and staff.

Welcoming and Inclusive Community
Create an inclusive and welcoming university culture while developing and strengthening connections among our multiple locations and within our local communities.

CORE COMMITMENTS

Diversity, Equity, Inclusion, and Belonging (DEIB)
Serve as central guiding principles and efforts that ensure all students and university personnel can feel valued, supported, and empowered.

Strategic Communications
Ensure effective communication across the organization while elevating our reputation externally.

Thriving Students, Faculty, and Staff
Foster a culture that embraces growth and wellbeing so that students and university personnel can thrive.

MISSION
Our hard-working and determined students are at the heart of everything we do. Commonwealth University leverages the power of Bloomsburg, Lock Haven, and Mansfield to provide affordable, high-quality education emphasizing high-impact practices, personal and career connections, and inclusivity supporting all learners to succeed in our region and beyond.

STRATEGIC PRIORITIES

Student Success

Provide holistic and inclusive support to meet the needs of all students and prepare them for personal and professional success.

Initiatives

- Deliver a high-quality, accessible, and affordable educational experience
- Provide meaningful opportunities for networking, mentoring, and career readiness for all learners
- Create and provide exemplary and holistic student services
- Develop a comprehensive process to create a successful transition from student to alumni
- Comprehensively embed financial literacy to enable informed decision-making regarding financial aid packaging, scholarships, and student employment opportunities

Selected metrics

- Average unmet need and average net price as compared to PASSHE average
- Placement rates of graduates
- Average survey ratings of student advising experience
- Number of students served through mental health initiatives
- Number of students served in Success Centers

Academic Excellence and Innovation

Provide an innovative and transformative educational experience that prepares graduates and credential earners to succeed in meaningful careers and beyond.

Initiatives

- Ensure transformative academic offerings that incorporate high-impact practices, accelerated programs, and innovative credentialing opportunities to attract and retain diverse populations of students at each campus
- Develop and support exemplary pedagogy to ensure effective curricular delivery across multiple locations to meet the needs of diverse learners
- Enhance and support student-faculty engagement through the expansion of scholarly and creative works
- Invest in employee professional development to advance scholarship and creative works, innovation, and effectiveness

Selected metrics

- Program enrollment, retention, graduation, and employment rates
- Student participation rates in applied learning opportunities and high-impact practices
- Number of workforce credential programs launched
- Number of faculty and staff participating in professional development opportunities that achieve institutional goals

Welcoming and Inclusive Community

Create an inclusive and welcoming university culture, while developing and strengthening connections among our multiple locations and within our local communities.

Initiatives

- Create a Commonwealth University culture that embraces change and supports and values employees
- Improve communication and effectively cascade information to inform, engage, and include appropriate stakeholders
- Support student organizations, athletics, and affinity groups in creating an engaged community and sense of belonging
- Develop and expand mutually beneficial town-gown and strategic relationships

Selected metrics

- Average ratings on the climate survey
- Frequency, timing, and mode of communications to engage with key stakeholders including students, faculty, staff, and alumni
- University engagement with local communities
- Student engagement

University Success

Ensure fiscal sustainability, increase enrollment, and develop cutting-edge systems and processes to attract and retain diverse students, faculty, and staff.

Initiatives

- Connect enrollment, retention, and graduation rates to fiscal decision-making and sustainability
- Implement employee recruitment and hiring strategies that attract a broad candidate pool to support a diverse student body
- Develop and implement comprehensive onboarding procedures for all university personnel
- Identify and align efficient and effective processes and workflows to ensure appropriate resource allocation and fiscal sustainability
- Market Commonwealth University effectively to students, alumni, and other key constituents
- Develop and implement a comprehensive campaign to support strategic priorities

Selected metrics

- Student enrollment and persistence (including URM, high financial need, and veterans) to maximize appropriations funding
- A positive net operating margin and cash reserves
- Average number of diverse applicants per applicant pool
- Yield of employment recruitment efforts for diverse applicants
- Time from position approval to employee onboarding
- Time to completion of workflows
- Market research measures of effectiveness of communications and marketing strategy
- Overall giving