

LHU Clearfield

Building for the Future

Strategic Plan

2014 – 2017



LHU Clearfield

Vision

LHU Clearfield will serve as a hub of innovation for the alternative delivery of LHU academic programs. This will include traditional and accelerated degree offerings, blended programs, and hybrid course delivery. Our creative approach will meet community need, result in enrollment growth, extend our market share, and increase student satisfaction.

Mission

LHU Clearfield meets the post-secondary educational needs of our region and beyond. As an actively engaged member of the community, we provide excellent and affordable learning experiences that meet the evolving workforce and professional development needs of individuals and organizations. We prepare students for future opportunities and challenges while promoting and supporting personal, intellectual, and cultural growth.

Values

Academic Excellence

- The quality of our educational experience is observable in the programs that we offer, the faculty delivering courses, and the graduates completing their degrees.

Access and Affordability

- Our ability to provide excellent and affordable education in a high-need rural community gives us real purpose. Our presence in this community provides a local opportunity for students to earn a highly respected education close to home.

Change Lives Through Education

- A principal responsibility of this campus is to prepare our students to succeed in life (set them up for success). Success comes from the core content that we deliver, liberal scholarship, and learning to be accountable.

Honest Approach/Integrity

- Our credibility defines who we are and how we conduct our business. How we are perceived by our constituencies – students, faculty, staff, University partners, and the community – is paramount.

Student Engagement

- The connection between and among our faculty and students sets us apart from other institutions. The relationship is one of open communication and mutual respect.

Strategic Initiatives

1. Refine the LHU Clearfield academic portfolio (Student Success)
 - a. Create a program ladder for each degree to provide a learning pathway and step-up process that promotes cumulative success.
 - b. Add programs that complement the existing LHU and CC portfolio and attract net new enrollments while limiting new cost. (See list in Appendix)
 - c. Conduct on-going review of market need, gaps in service, and programmatic opportunities.
 - d. Build programming/enrollment pipeline through expanded continuing education activities.

2. Transform the way we plan, schedule, and deliver our courses and programs. Utilize LHU Clearfield as a pilot site for creative program development and delivery. (Student Success)
 - a. Work directly with academic leadership to build strategy, secure buy-in, and develop long-range delivery plan.
 - b. Develop a two-year course sequence/rotation for all programs offered at LHU Clearfield, to include general education requirements. (2014)
 - c. Pilot the implementation of 'mini-mesters' (two seven week sessions within the timeframe of a normal semester. (FA14)
 - d. Develop student-focused approach to course delivery, including additional evening sections, weekends, on-line, ITV (including training for faculty), and hybrid offerings.
 - e. Pilot one program (new or existing) that employs competency-based curricula.

3. Enhance student academic support services and opportunities for out-of-class development (Student Success)
 - a. Define/refine the mission of the Student Learning Resource Center (SLRC); understand the academic support needs of students (survey); create stronger alliance with ADAC; secure additional resources; continue to engage faculty.
 - b. Require all incoming new students to take ADAC freshman seminar and learning strategies courses.
 - c. Secure resources to install a Pearson Testing Center; work with LHU Workforce Development manager to facilitate the extended site.
 - d. Implement the Student Leadership Center concept (activities, clubs, organizations, community outreach, and personal development).
 - e. Use technology to extend programs and services from the Lock Haven to LHU Clearfield.

4. Develop strategies for campus recruitment and marketing strategies, including internal awareness (Enrollment Management)
 - a. Develop enrollment targets and retention strategies as part of the University's Strategic Enrollment Management Plan.
 - b. Create a LHU Clearfield marketing plan in collaboration with External Relations and Communications.
 - c. Expand target markets including partnerships with community colleges to create mutually beneficial pathways for students (articulation/transfer agreements).
 - d. Conduct annual review of key data related to regional job and employment trends.

5. Strengthen relationships with community, alumni, and potential external funders/donors (Resources)
 - a. Create the LHUCC-Clearfield Community Greenway (wooded property development).
 - b. Establish Capital Campaign targets and work with Foundation on solicitations.
 - c. Increase continuing education offerings that address the workforce needs of regional employers and complement the degrees offered by LHU Clearfield.
 - d. Establish partnerships with regional organizations; promote LHU Clearfield as a cultural hub in the community.
 - e. Coordinate efforts with the Alumni Association activities to conduct an annual 'home coming' event.
 - f. Implement a youth camp/program initiative to create a new revenue stream and recruitment pipeline.

Performance Metrics

-FTE's at LHU Clearfield

-Retention rates, to include fall to spring and fall to fall

-Number of new programs approved and implemented

-Percent of adult enrollment

-Growth in Summer enrollment

-Number of evening, weekend, and hybrid sections

-Net revenue generated from non-credit activities

-Number of community/cultural events offered annually

-Number of times campus resources utilized by community partners

Value Proposition

LHU Clearfield is your hometown provider of higher education and career development. We provide convenience, value, and a direct path to career and personal fulfillment. Our students (You) are presented with the opportunity to invest in themselves while earning a highly respected credential close to home. As the most affordable university in the region, your investment will provide a significant return over the course of your life.

Appendix

-New Programs to be Added to the LHU Clearfield Portfolio (Anticipated)

- Post-Baccalaureate Letter of Completion – PA Program Prerequisites (FA14)
- B.S. Criminal Justice, Conservation Law Track (FA 14)
- A.A. Environmental Studies (FA14)
- B.S. Criminal Justice (FA15)
- Minor in Psychology (FA15)
- B.S. Interdisciplinary Studies (Professional Track, Degree Completion) (FA16)
- M.S. Nursing On-Line (FA 17)

Additional research required for the following programs:

- Certification Track for A.S. in Business
- Computer Forensics programming (post-bachelor's certificate and B.S. track in Criminal Justice)
- A.A.S. in Manufacturing / Industrial Technology / Natural Gas
- Accelerated BSN

-Additional Resources Available for Review

- Market Assessment conducted by Fourth Economy Consulting
- SWOT Analysis
- LHU Clearfield data generated by LHU Institutional Research
- Regional employment and demographic data

LHU Clearfield Strategic Planning Team

- Valerie Dixon, Asst. Director
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