

## ■ Strategic Plan Update

In 2013, Keystone College announced a five-year strategic plan to guide members of the Keystone community. The plan, “Carrying Our Legacy of Excellence Forward,” serves as blueprint for achieving future success and supports a culture of continuous growth.

Following is an update on the progress the campus is making toward the plan:

### Goal One: Academic Excellence

Offer quality academic programs and services that will enable our students to succeed in an increasingly complex and global market place.

#### Progress:

- Beginning this fall, a new bachelor of fine arts degree prepares students for advanced study as professional fine artists.
- More than 150 guests representing a wide range of industries and educational institutions attended a 3D technology summit held on campus.
- Beginning in January 2015, Keystone students will have the opportunity to enroll at the American University of Rome. The one-semester program will prepare students to live and work across cultures through its interdisciplinary academic majors, opportunities for learning through travel and internships, and multicultural faculty and staff.
- Master’s degree programs in accounting and education have been approved by the Middle States Commission on Higher Education and, pending approval by the Pennsylvania Department of Education, will begin admitting students during the 2014-2015 academic year.
- The School of Business, Management, and Technology is pursuing International Assembly for Collegiate Business Education (IACBE) accreditation and has a site visit scheduled for fall 2014. IACBE is a leader in mission-driven and outcomes-based accreditation in business.

### Goal Two: Enhanced Facilities

Improve and expand our facilities and the campus environment to support enhanced student learning and living.

#### Progress:

- In line with the master space plan, more than \$4.5 million dollars has been invested in campus enhancements. Highlights include re-roofing of Sisson and Ward Hall, significant upgrade of the College Green featuring new sod that offers an expansive gathering space, and new landscaping in front of Moffat Hall. A new VoIP phone system will reduce infrastructure costs while also improving efficiency.



- The completed \$3.4 million Athletic Field and Track Complex serves as excellent reminder that life-changing experiences take place both in and out of the classroom. In our liberal arts and sciences college, athletics are just one of the many ways Keystone students gain meaningful experiences to last a lifetime.
- A new cardio fitness room was added to the Gambal Athletic Center. The room houses exercise bikes, elliptical treadmills, and Stairmaster machines.

### Goal Three: Active and Engaged Students

Increase the retention and graduation rates of Keystone College students.

#### Progress:

- The new “Stairs to Success” initiative is a four-year development plan based upon the Keystone promise that provides a concise “roadmap” for students and their families designed to guide them through their entire college experience, from their first contact with Keystone through their first year as a Keystone graduate.
- The newly established SophoMORE Year Experience helps students find a mentor to whom they can look for guidance. Faculty, administrators, staff, and upper-class students motivate, inspire, and prepare sophomore students for successful futures.

- With the addition of new furniture for the second floor of the Hibbard Campus Center, as well as tutoring services in the evenings Monday through Thursday, the Student Success Center will achieve its goal of transforming what is currently known as the “Hibbard Hub” into a “learning commons” area, where students can gather for conversation, to study, and to receive assistance for academic concerns.

#### Goal Four: Committed Faculty & Staff

Recruit and retain a diverse and talented faculty and staff committed to student success.

##### Progress:

- Employees participated in “FISH! Training,” which introduced four simple practices that bring renewed energy and commitment to work.
- A new mentoring program acclimates recently hired faculty and staff to the College.
- Inaugural Founders’ Day celebration recognized Keystone’s proud history and honored employees whose passion, commitment, service, and hard work make Keystone a reality.
- Realizing that employees’ performance is affected by their well-being, the Keystone College Wellness Committee now provides programming designed to improve the overall health of all employees.
- The College established a performance appraisal process that provides employees formal feedback on job performance and allows for improved delivery of College services.



#### Goal Five: Distinctiveness

Promote those characteristics of Keystone College that distinguish and differentiate us from other colleges and universities.

##### Progress:

- President David L. Coppola, Ph.D., convened campus-wide sessions to determine Keystone’s brand: a collaborative and supportive community for students and each other.
- Keystone’s unique characteristics and programs were promoted through a number of communication channels, including *The Keystonean* (magazine for alumni and friends), web site, social media, traditional news placements, and paid advertising.

#### Goal Six: Financial Strength

Enhance the capacity of Keystone College to engage alumni and outside constituents to raise funds that advance the mission of the College.

##### Progress:

- Thanks to the generosity of donors, fundraising increased by 22.4% over last year.
- The introduction of the 1868 Society, a group recognizing cumulative giving over \$100,000, was unveiled during the Donor and Trustee Appreciation Reception.
- The College raised \$635,000 in support of capital and utility projects.
- Institutional Advancement is assessing staff and technology needs in advance of the College’s upcoming comprehensive capital campaign.