



Central Penn College *Leaning Into the Future*

The Aftermath of Covid and How we Re-imagined Ourselves

Presentation By: Dr. Krista Wolfe, Vice President for Academic
Affairs

AGENDA

- Overview of the College
- Academic, Student & Alumni Metrics
- Strategic Opportunities
- College in High School
- Corporate Partners



Mission

- *Central Penn College opens opportunities to students from a variety of academic backgrounds by providing the education needed for employment and advancement in their fields.*

Vision

- *To become a leading resource for professional education in the Central Pennsylvania region and beyond.*



Historical Milestones

- 1881 Founded as a Business College in the City of Harrisburg
- 1970 Moved to Summerdale.
- 1977 Accredited by Middle States Commission on Higher Education
- 1999 Approved to award Associates Degrees
- 2000 Approved to award Bachelor's Degrees
- 2004 Approved to offer Online education courses
- 2013 Approved to award Masters Degrees
- 2020 Launch new Strategic Plan: 2020-2024
- 2021 MSCHE self-study re-accredited for 10 more years
- 2022 Focus on HS Recruitment, Increasing FT Enrollment, Improving Retention, and Fundraising





Student & Alumni Demographics

- 48% - Summerdale, 7% - Lancaster Center and 45% Online
- 78% Part-time and 22% Full-time
- 68% Female and 32% Male
- 50% Minority Students
- 54% Prior college experience
- 93% Work at least part-time
- 60% Have children
- Average Family Income: \$49,000
- 60% of Students have Zero EFC
- Cost to Attend: \$509 per credit



School of Professional Studies

Associates of Science

- Accounting
 - Computer Information Systems
 - Criminal Justice
 - Entrepreneurship & Small Business
 - Paralegal
- Communications
- Marketing

Bachelors of Science

- Accounting
 - Business Administration
 - Corporate Communications
 - Criminal Justice Administration
 - Homeland Security Management
 - Master of Professional Studies Organizational Leadership
- Legal Studies
- I.T.

School of Health Sciences

Associates of Applied Science

- Medical Assisting
- Occupational Therapy Assistant
- Physical Therapist Assistant

Bachelors of Science

- Health Science
- Healthcare Management



Certificate Programs:

Bookkeeping

Insurance

Entrepreneurship and Small Business

Human Resource Management

Medical Assistant Diploma

Medical Billing and Coding

Nursing Home Administrator

Telehealth

Organizational Change Management

Optometric Technician

Surgical Technician

Healthcare Management

Private Security

Executive Corporate Leadership

Corporate Leadership

Personal Training

Healthcare Informatics

Certified Nursing Assistant

Phlebotomy Technician

Patient Care Technician





Leverage Unique Value Proposition

- Only Career-Focused College in region with nearly 150 years of experiential learning built into the degree programs
- Small and close-knit community for individual learning experience
- 86% of graduates work in their field of study or continuing education 1 year after graduation
- High number of degree and certificate programs aligned with PA Labor & Industry's Top Priority Occupations
- Widener Law School 2+3 Agreement , SRU

Challenge 1: Value of Post-Secondary Education

- Overall distrust of Higher Education
- Enrollment is down everywhere except at the most exclusive universities (Harvard, Yale, University of Pennsylvania)
 - The average 4-year institution saw a loss of 14% of enrollment in the last two years.
 - The average community college lost 25% of enrollment in last two years
 - CPC lost 25% of enrollment in last two years
- Employee impact



Challenge 2: Lack of Funding and Time

- No COVID-19 Funding
- For-profit institutions excluded from grant seeking, federal, and state awards.
- Tuition-driven



Leading Through a Pandemic and the Most Difficult Time in Higher Education History

CENTRAL PENN COLLEGE Strategic Plan 2020-2024

STRATEGIC FOCUS GOALS



01 DEMONSTRATE STUDENTS ARE FAMILY

Central Penn College will deliver a transformative experience that welcomes students into the college family by knowing and meeting individual needs as clearly as our own.



02 DELIVER EXPERIENCES THAT EXCEL

Central Penn College will deliver superior academic programs in-person and online that center around building the experiences individuals need to excel in the pursuit of their career goals.



03 LIVE OUR VALUES, CLAIM OUR CULTURE

Central Penn College will foster a culture that aligns with the values of an academic institution of higher learning. We recommit ourselves to demonstrating our values of scholarship, excellence, integrity, respect, equity, service, professionalism, and



04 CATALYZE INNOVATION, CULTIVATE OUR IDENTITY

Central Penn College will become the leading choice in South Central Pennsylvania for employees, employers, and entrepreneurs seeking a partner in developing their competitive edge.



05 PROVIDE HEALTHY FINANCIAL GROWTH

Central Penn College will explore innovative partnerships and initiatives that increase enrollment and retention, diversify its revenue portfolio, and strengthen its financial position. We aim to succeed in program offerings and services that reduce total budgetary tuition reliance.



06 PROMOTE COMMUNITY ENGAGEMENT WITH PURPOSE

Central Penn College will cultivate deeper relationships with our surrounding community. Through our diversity and passion for learning, we will give back in powerful ways that demonstrate our commitment to new opportunities in career

Higher Ed Institution	Total Cost to Attend Per Year (Tuition, Fees, Room & Board)
Central Penn College	\$26,952
Dickinson College	\$69,514
Messiah University	\$49,590
Shippensburg University	Resident: \$30,614; Out-of-State: \$38,406

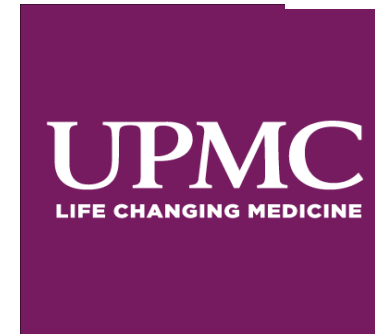
Solution: Ed-Cellerated to Success

- Highschool Recruiters
- Secondary Education Partners
 - Carlisle Area School District
 - West Shore School District (Cedar Cliff and Red Land)
 - Cumberland Perry Area Vo Tech
 - Cumberland Valley High School
 - East Pennsboro Area High School



Additional Strategic Opportunities

- CPC's Career Responsiveness
- Rapid Reskilling
- Centers for Community Entrepreneurship
- Corporate Partnerships
 - UPMC
 - Penn State Health
 - Member's 1st
 - PA Vision Association
 - PA Auto Association
 - Verber Dental
 - Messiah Lifeways
 - Harrisburg Regional Chamber
 - Leadership Harrisburg Area
 - Leadership Cumberland



Declining Morale: CPC Takes Action

- Intentional Employee Engagement

- Town Halls
- Stay Interviews
- Small Groups with President
- Remote/ Flexible Work Opportunities
- Social Events (Years of Service, Holiday tea, Happy Hours, Kangaroos!)
- Walking breaks encouraged
- Early dismissals every Friday
- Dress down days



Challenge 2: Student Affordability

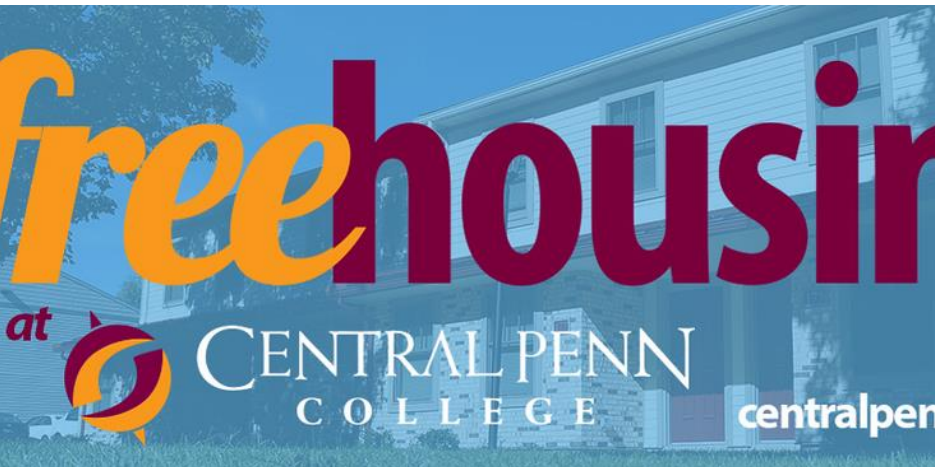
- 60% Zero-EFC (Estimated Family Contribution)
- Students do not have enough aid to get through four years of education
- Partnerships with UPMC, PSH with tuition reimbursement
- Students work while attending
- Housing and food insecurity





Central Penn College's Solution

- Affordable Housing Scholarship
- College Pantry
- Career Closet
- Life Long Learning Opportunities
- Short Term Certificates
- College in the High School Program
- Upskilling and Stacking Credentials



Central Penn College Education Foundation





Questions?