



Strategic Plan 2017-2020

Year One – Major Accomplishments

NEW ACADEMIC PROGRAMS

Engineering concentrations in civil and biomedical; Data Science; Chemistry Laboratory Science; Finance; Financial Economics; Graphic Design; Business-Data Science; Marketing with tracks in Category Management, Advertising & Promotional Management, Sales Management and Marketing Management; Criminal Justice.

New Certificate: SAS Data Science

Revised Majors: Psychology; Health & Occupational UG major is now Health Sciences; Students can now double major in History and Social Studies Education

Core Program

Existing Core reviewed and three new models presented for consideration; continuation and expansion of the Interdisciplinary Colloquiums (IC). IC's are team taught and satisfy two areas of understanding in the Core.

Flexibility in Course Delivery

The first hybrid courses were offered during the regular semester in the traditional college (Business Dept); nearly half of SCPS students are online; new MoU with Gratz College for students at both to take select online courses; continued participation in CIC Online Humanities Consortium; new agreement for E-town students to take Chinese language courses from HACC (online).

Blue Jay Flight Plans

Human Capital Management; Non-profit Leadership; Public Health; Social Change Leadership; Sports Management; plus an option for a self-designed BJ Flight Plan; new flight paths being developed including one on Fortune 500 Companies.

Residential Renewal

Myer Residence Hall work during summers 2017 and 2018; Draft RFI for possible partnerships with third parties.

Inclusive Excellence

Final plan affirmed by faculty and trustees; action items and time frame created.

Brand and Messaging

Take Flight campaign launched in fall 2017; partnership with AndCulture to develop and launch a new marketing campaign.

Admissions Outreach with Alumni

Admissions and IA collaborated to engage alumni to represent EC at additional college fairs.

Transfer Student Market

Dual admission agreements signed with HACC and RACC

Outreach to Hispanic/Latino students

Hired assistant director to focus on recruitment of H/L students; Spanish language web content, ads, and video complete.

Outreach to Homeschool/Cyber-School HS students

Created website for home and cyber-schooled students; homeschool/cyber-school video complete. Working with a representative of the Christian Home School Association of PA (CHAP); hosted our first home school event on March 24.