



**MISSION:** The Commission supports and advances the common higher education agenda of its community college membership through comprehensive advocacy, research, collaboration, and public relations programs and strategies.

**VISION:** The Commission will become a recognized authority on advancing education, economic development, workforce, and quality of life initiatives throughout the Commonwealth.

## Strategic Goals and Objectives

### Goal 1: Promote the value of community colleges and a community college education.

- 1: Educate constituency groups regarding the benefits and impact of Pennsylvania's community colleges.
- 2: Develop and implement a comprehensive public relations campaign to increase exposure and awareness.
- 3: Enhance the general awareness of available college programs and services, including workforce and occupational education, transfer and general education.

### Goal 2: Advocate for community colleges at the state and federal level.

- 1: Provide regular communication about the Commission and its member colleges, using a comprehensive media strategy to reach multiple audiences.
- 2: Provide opportunities for community college supporters to engage with advocacy efforts.
- 3: Create and implement strategies to secure additional state funding for community colleges.
- 4: Create and implement strategies to secure policy changes for the benefit of the colleges.

### Goal 3: Increase access to community college programs and services.

- 1: Support expansion of distance learning opportunities, both state- and nation-wide.
- 2: Expand partnerships with K-12 education.
- 3: Expand partnerships with business and industry.
- 4: Expand partnerships with other associations, organizations, and postsecondary education partners.

### Goal 4: Support student success and completion.

- 1: Support increased student completion rates.
- 2: Promote effective transfer and articulation agreements with other postsecondary institutions.
- 3: Partner in statewide, regional and local workforce development activities.
- 4: Encourage and/or promote activities and initiatives at the colleges to support students including implementation of prior learning assessment processes, development of competency based education models, and improvements in developmental education.
- 5: Support improved career counseling for secondary students.
- 6: Advocate for financial aid policies to benefit students.

### Goal 5: Provide support and service to member colleges.

- 1: Provide leadership in research and data collection activities.
- 2: Offer professional development opportunities for Trustees and college staff.
- 3: Identify partnerships, collaborative purchasing, and shared services opportunities.
- 4: Facilitate the exchange of ideas and information among member colleges.