

INNOVATION AT WORK

STRATEGIC PLAN

ACADEMIC YEARS 2021-2026

WEWORK

A LETTER FROM THE PRESIDENT



Dear Colleagues and Friends,

I am pleased to share with you Johnson College's new strategic plan, Innovation at Work 2021-2026. This plan represents a process that was both comprehensive and inclusive. The planning process gave us the opportunity to self-reflect on our institution and how we deliver education to our students. We understand that our students' needs and expectations are changing. We are nimble, constantly adapting to help strengthen Johnson College's future and for the success of our students. We want to continue to build a legacy that will last another hundred years, and beyond.

At the center of our work remains our students. We have the ability to enhance students' academic performance, ensuring they possess the technical and soft skills needed to enter and advance in the in-demand workforce of today and tomorrow.

Our ongoing efforts to enrich the student experience are influenced by the evolving workforce needs of industry. We will continue to have Program Advisory Committee members guide our faculty in strengthening curriculum and developing programs to meet the needs of industry today and into the future. We will also continue to engage in extensive dialogue with external partners, community leaders, school districts, and other higher education institutions to meet future goals of Johnson College.

Through a new facilities master plan, we will build a stronger intersection between higher education and industry. By constructing a new, industry-focused building, we are creating a new gateway to campus for students to begin their journey, and updating existing facilities to enhance student engagement and learning.

Johnson College provides industry – focused, hands-on learning in a supportive environment and prepares graduates to enter into and advance in their careers. Industry – and the world – is our students' campus.

Through the creation of Innovation at Work 2021-2026, we again show how Johnson College faculty, staff, industry partners, and all stakeholders work together to ensure the success of our students. As we move forward, Johnson College will continue to build upon its reputation as the source of well-educated and trained essential workers for northeastern Pennsylvania, and beyond. Together, we work to make a difference.

Sincerely,

Katie Leonard, Ed.D. | President & CEO

COLLEGE OF TECHNOLOGY
Johnson
COLLEGE



VISION

To make the world our campus through industry partnerships and experiential learning by teaching the students of today the skills of tomorrow.

MISSION

Johnson College provides industry focused, hands-on learning in a supportive environment and prepares graduates to enter into and advance in their careers.

VALUES

Each value is reflected in the institutional priorities and goals as identified in the pages that follow.



FORWARD-THINKING

We strive to be the leaders of change. We anticipate hurdles, innovate, and make incremental improvements by embracing an innovative and proactive attitude.



EQUITY

We adopt an equity framework that proactively seeks to make Johnson College accessible, affordable, and inclusive for all people.



STUDENT-CENTERED

The best interest of our students are a central consideration in all we do.



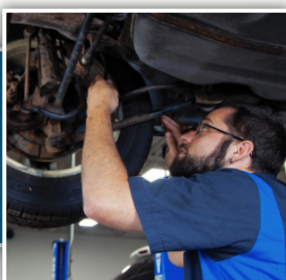
COLLABORATION

We interact with dignity and respect for those with whom we work, inside and outside the College, to ensure productive and quality partnerships.



ADVANCEMENT

We have the courage and curiosity to challenge the status quo, innovate and take calculated risks. We find new ways to move forward which translates into growth for our students, our campus, and our community.



STRATEGIC GOALS & OBJECTIVES

ACADEMIC EXCELLENCE

Forward Thinking

Strengthen academic success through innovative classroom instruction, human resource practices, meaningful assessment, and program alignment with emerging technologies.

GOAL I. Foster a culture of innovative instructional practices to enhance students' academic performance.

OBJECTIVE 1.1

Support the College's focus on talent acquisitions, development, and retention.

OBJECTIVE 1.2

Explore new opportunities for programs.

OBJECTIVE 1.3

Diversify the methods of instruction.



DIVERSITY

Equity

To support the College's commitment to expand access, equity, diversity, and inclusivity.

GOAL II. Promote an inclusive environment to expand and support a diversified population.

OBJECTIVE 2.1

Identify, recruit, retain, and graduate a diverse student population.

OBJECTIVE 2.2

Foster an internal population at all levels of the college that reflects the diversity of the college service area.

OBJECTIVE 2.3

Develop targeted marketing efforts to reach underserved populations.



STUDENT EXPERIENCE

Student-Centered

Optimize effective student-centered services as they contribute to the educational experience and overall student success.

GOAL III. Integrate student support systems in a meaningful way to foster success.

OBJECTIVE 3.1

Improve customer service and communications for all potential and current students.

OBJECTIVE 3.2

Create flexible pathways that lead to employment opportunities.

OBJECTIVE 3.3

Evaluate and strengthen student support offerings.





COMMUNITY PARTNERSHIP

Collaboration

Create meaningful opportunities for lasting partnerships with industry and the community.

GOAL IV. Enhance industry and community relationships for the mutual benefit of students and the marketplace.

OBJECTIVE 4.1

Expand and enhance industry relationships with those organizations that represent our educational offerings and reflect our values.

OBJECTIVE 4.2

Analyze workforce trends to ensure curriculum is meeting the regional community need.

OBJECTIVE 4.3

Expand student participation and opportunities in community and volunteer services.



INSTITUTIONAL SUSTAINABILITY *Advancement*

Ensure financial, human, physical, and technological resources are adequate to support our mission.

GOAL V. Optimize resources to reflect our continued commitment to responsible growth.

OBJECTIVE 5.1

Align the internal budget processes to distribute resources on the basis of strategic priorities.

OBJECTIVE 5.2

Expand sources of funding to ensure sustainable financial stability.

OBJECTIVE 5.3

Pursue optimal development and use of existing facilities through strategic campus expansion.

OBJECTIVE 5.4

Enrich assessment practices for continuous improvement.



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The Complete Strategic Plan and Key Performance Indicators (KPIs) documents are available at:
Johnson.edu/strategicplanning

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570.702.8856
3427 N Main Ave, Scranton, PA 18508