



STRATEGIC PLAN 2020 – 2025

NEW OPPORTUNITIES, NEW STORIES

GOAL #1: GROW OUR STUDENT POPULATION

Grow our student population through stronger student retention and increased enrollment, stabilizing at 1,500 students.

Objective 1.1: Enrollment for Today's World

Develop a strategic enrollment management plan for Penn State Brandywine to increase student recruitment, retention, graduation, and marketing for today's world.

Objective 1.2: Financial Solutions and Affordability

Grow financial accessibility and affordability – a core component of student success – as a campus responsibility at Penn State Brandywine.

Objective 1.3: Academic and Career Success

Enhance academic and career success for Penn State Brandywine students, from first year through graduation.

Objective 1.4: Connections and Belonging

Advance Penn State Brandywine as a vibrant residential and commuter campus, a place where all students develop early and enduring connections and find a sense of belonging.

GOAL 2: FOSTER AN EQUITABLE ENVIRONMENT

Create an equitable and inclusive environment for Penn State Brandywine's diverse campus community to support and sustain the holistic development and well-being of our people.

Objective 2.1: Office of Equity and Inclusion

Establish an Office of Equity and Inclusion at Penn State Brandywine, reporting directly to the Chancellor, as the lead unit for advancing diversity, equity, and inclusion.

Objective 2.2: Equity and Student Success

Support equity and student success at Penn State Brandywine, especially in our new enrollment management plan and for Black/African American and Hispanic/Latinx students.

Objective 2.3: Equity and Professional Fulfillment

Enhance resources to foster a sense of belonging, well-being, holistic development, and professional fulfillment among our diverse faculty and staff at Penn State Brandywine.

Objective 2.4: Anti-Racist Agenda

Establish anti-racism as a core commitment and responsibility for a more equitable Penn State Brandywine.

Objective 2.5: Accessibility Framework

Foster a culture of accessibility and inclusion as a guiding framework for all that we do at Penn State Brandywine.

GOAL 3: INCREASE OUR VISIBILITY

Build Penn State Brandywine brand awareness, name recognition, and reputation in the minds of stakeholders, locally and globally.

Objective 3.1: Local, Regional, and Global Partner

Establish Penn State Brandywine as a valued economic, community, and educational partner in Media and throughout the region and the world.

Objective 3.2: Athletics Enhancement

Enhance Athletics at Penn State Brandywine, including pursuit of the pathway to become a National Collegiate Athletic Association (NCAA) Division III member institution.

Objective 3.3: Research and Impact

Elevate Penn State Brandywine's research expertise and impact by growing new funding streams and collaborations.

Objective 3.4 Workforce and Innovation

Expand Penn State Brandywine's Innovation Hub Network, a part of the Commonwealth-wide Invent Penn State initiative to drive economic growth, job creation, and student career success.