



**Community Education Center of Elk and Cameron Counties  
One Year Strategic Plan  
July 2015-June 2016**

*The Community Education Center, together with business, education, and community partners, offers professional, academic, and personal opportunities for lifelong learning in Elk and Cameron Counties and the surrounding areas.*

**Goal Area 1, Partnership Development and Programs:** Position the CEC to be a leader in brokering, facilitating and identifying the most appropriate partners and programs for the region.

- A. Pursue formalized and structured approaches to assessing the area's programming demands.
  - i. Continue to partner closely with the Rural Regional College Board of Trustees and the process for determining educational needs.  
Target Date: Through spring 2016
  - ii. Conduct one-on-one interviews with at least 3 business, industry and community leaders during each quarter.  
Target Date: Quarterly and on-going
  - iii. Maintain programmatic alignment, where applicable, with the recent 2015 Stackpole-Hall Foundation Long Range Planning report: youth, young adults, entrepreneurship, career development, and senior activities.  
Target Date: On-going
- B. Expand community awareness of the CEC services and resources
  - i. Seek targeted strategies for promoting upcoming courses and highlighting accomplishments. Explore regularly scheduled advertisements and capitalize on Ed2Go offerings.  
Target Date: Through June 2016
  - ii. Continue to schedule speaking engagements to promote the CEC's offerings and services to maintain a high profile in the community.  
Target Date: On-going
- C. Explore and pursue viable new programming with existing and new partners
  - i. Focus on new professional development opportunities for incumbent workers such as CPA, Act 48, and additional technical trainings.  
Target Date: Schedule for spring 2016
  - ii. Explore partnerships with home-school students and stronger ties with high schools regarding drop-outs.

Target date: fall 2015

**Goal Area 2, Financial:** Seek to diversify finance strategies and revenues

- A. Continue to promote the Umbrella Campaign with an event to coincide with the CEC's 25<sup>th</sup> anniversary.

Target Date: March 2016

- B. Seek out individual grant opportunities to support programs and delivery of programs;
- i. Establish a schedule for grant-writing (grant opportunity/program/date to apply); computers, administrative assistants, DISCOVER program, building needs
- Target Date: October 2015

- C. Offer at least one revenue-generating program.

Target Date: Program identified and scheduled by November 2015; offered in the spring 2016.

- D. Investigate cost saving measures within the expenditures; including donations of supplies.

Target Date: May 2016

**Goal Area 3, Internal/Organizational:** Ensure the internal and operational health of the CEC.

- A. Provide opportunities to recruit new potential members through one-on-one meetings, continuing the fundraising campaign, expanding committee members

Target Date: confirm potential new board members by April 2016

- B. Maintain an active voice and participation at the State level; facilitate relationships at the federal level where applicable

- i. Conduct meetings with local elected officials at least annually

Target Date: November 2015 and May 2016

- C. Maintain active voice and participation at the State level; facilitate relationships at the federal level where applicable.

- i. Visit Harrisburg at least quarterly to maintain a presence.

Target Date: Executive Director will attend at least 4 conferences, events, and/or meetings in Harrisburg by June 2016.

- D. Maintain building ownership responsibilities

- i. Ensure facilities remain maintained and up to code.

Target Date: On-going

- ii. Update Façade of the building; participate in the St. Marys Façade Matching Grant program, pending City's receipt of funding

Target Date: June 2016