



LAKE ERIE

COLLEGE

SUPPORTING.
EMPOWERING.
THRIVING.

STRATEGIC PLAN 2018-2021



MISSION

Lake Erie College provides an excellent, inclusive, and highly personalized education grounded in the liberal arts tradition. Guided by hope and care, our students are empowered to lead lives of personal significance and professional success as global citizens.



The background of the slide is a photograph of three students in a chemistry laboratory. They are wearing white lab coats and safety goggles. The student on the left is looking down at a piece of equipment. The student in the middle is looking down at a notebook. The student on the right is looking down at a piece of equipment. The image is overlaid with a semi-transparent teal color.

Lake Erie College will empower students by successfully integrating the following elements into the learning experience:

- Self-discovery,
- The development of strong personal attributes,
- Creative problem solving, and
- The balance of personal and professional goals with the needs of others.

The College is committed to being mission-driven, fostering strong partnerships and collaboration in the region, service to the community, embracing diversity and inclusion, and helping students successfully reach their academic goals.

VISION

ACADEMIC PROGRAMS AND LEARNING SPACES

We will invest in quality academic programs and add high-impact experiences so that our students see increased successes as measured by retention, persistence, graduate rates, and post-graduate outcomes.

- Build and **enhance academic programs** that strengthen our reputation, attract new students, and support the needs of the region
- Strategically fund instructional **technologies and academic facilities**
- Place a focus on building and expanding intentional **academic co-curricular activities** to support student academic success
- Ensure that our students have sufficient access to **academic support services**, such as advising, tutoring, and career development
- **Invest in all our faculty** by supporting professional development, enhancing compensation levels, and the strategic expansion of faculty members



ENROLLMENT AND FINANCE

We will enhance revenue streams and strengthen recruitment efforts so that we are able to make needed investments in the College.

- Enroll **new pipelines** of successful students, by achieving a balance between NCAA and non-NCAA students
- Conduct assessments of the College's perceptions among core stakeholders to **build awareness** and **shape reputation**
- Cultivate and develop relationships that result in **philanthropic support** to enable improvements in facilities, technology, and programs



COMPENSATION, BENEFITS AND PROFESSIONAL DEVELOPMENT

We will improve our sense of community by investing in our faculty and staff, so that we may continue to serve our students increasingly well.

- Complete a compensation and benefits analysis, adopting multi-year strategies to **enhance hiring, retention, and employee satisfaction**
- Listen carefully to employee feedback, and craft clear action plans regarding improving the **workplace environment** and productivity
- Ensure all employees have access to **professional development** opportunities and appropriate technology
- Strategically **align staffing levels** in areas critical to the success of this plan



DIVERSITY, INCLUSION, AND OUR SENSE OF PLACE

**We will ensure all feel welcome and included,
and prepare our students to become responsible
citizens in their communities.**

- Implement the 2017 **Diversity and Inclusion** Plan
- Better **support and integrate students** into the campus community with regard to personal development, academic rigor, and a holistic learning environment
- Seek mutually beneficial **collaborative partnerships** in the region, and promote our achievements
- Build support for the College among external stakeholders through integrated **brand promotion** and **marketing strategies**



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OFFICE OF THE PRESIDENT

440.375.7200

president@lec.edu