



2020 STRATEGIC PLAN



and
BRAND
REFRESH



DEFINING WHO WE ARE



Trocaire College's new strategic plan spans the years 2016 through 2020, a time that will be spent elevating our capacity as a higher education community to meet the needs of enrolling students and better position the college for long-term success and relevance in what has become an extremely competitive marketplace. Alongside the strategic planning process, Trocaire College completed an extensive branding study and competitive analysis, resulting in a brand refresh that fine tunes our message, look, and strategic approach to marketing and communications.

OUR MISSION

Trocaire College, a private, career-oriented Catholic college, in the spirit of the Sisters of Mercy, strives to empower students toward personal enrichment, dignity, and self-worth through education in a variety of professions and in the liberal arts. Recognizing the individual needs of a diverse student body, Trocaire College provides life learning and development within a community-based environment. Trocaire College prepares students for service in the universal community.

OUR VISION

Trocaire is the college where lives are transformed. Our students will be graduates of choice in career-oriented professions.

VALUE PROPOSITION

A Trocaire College degree equips students for rewarding, well-paying careers.

A Trocaire education provides the necessary skills, industry knowledge, and hands-on experience for employment in health care, hospitality, business and technology.

Trocaire serves students from Western New York who are motivated to take on a challenging education in a supportive environment.

Students become employable in thriving industries.

The unique benefits of a Trocaire education include:

- Excellent career outcomes and opportunities for lifelong education
- Personal attention and support services to help students succeed
- A comprehensive, quality, liberal arts foundation
- A culture committed to personal enrichment and service in the spirit of the Sisters of Mercy
- Competitive private-college tuition coupled with financial aid resources
- Extraordinarily high alumni satisfaction

OUR PROMISE

We serve students, who are determined to succeed, build careers of achievement and lives of purpose.

OUR STRATEGIC PLAN

Trocaire College asserts **“Student Success”** as the highest-level desired outcome of the 2020 Strategic Plan. Student success not only points to desired graduation, continuing education and career acquisition goals; it also means perfecting ways we meet students’ academic, personal and professional needs throughout their education. To succeed, we must perfect the inputs and systems that allow us to recruit, support, retain, teach, and develop students. The resulting four goal areas reflect strategic targets for improvement and innovation.

EXCELLENCE
Best in Class

“Best in class” will define Trocaire’s culture and approach to competition. It will permeate operations and the educational products and services we offer to students and the community.

MARKET
AGILITY

For long-term sustainability and to grow robust resources for those we serve, Trocaire will enhance its fundraising efforts, invest in strategic growth areas, explore community partnerships, and regularly examine the financial viability of the programs we offer.



Trocaire College will take a bold, informed approach to advance its strategic position and grow its market share by focusing on its geographic footprint and ability to respond to fluctuations in job markets available to Trocaire graduates.

REVENUE
DIVERSIFICATION

To become a top-of-mind resource and leader-partner in higher education in Western New York, Trocaire will elevate its newly developed brand while capitalizing on extraordinarily high alumni satisfaction rates.

PRESENCE
& VISIBILITY

WHAT MAKES US UNIQUE?

Through conversations and surveys with stakeholder groups and the community at large, Trocaire's branding study and competitor analysis revealed our true differentiators. We believe more than ever that Trocaire College is the best choice for people of the Buffalo Niagara Region who are drawn to careers of service, and require a formal education that will provide them with not only the necessary skills and credentials, but the empowerment and multi-dimensional experience necessary to build careers of achievement and lives of purpose.

How do we do that? Through a unique combination of Academics, Careers, Community and Heritage.



ACADEMICS

Trocaire's academic programs are **engaging** and **active**. Grounded in **practicality** and **flexibility**, we emphasize **experiential learning** while providing a strong **liberal arts foundation**. Our programs are **career-oriented** and **market-driven**, constantly evolving to offer students the most **cutting-edge** information.



CAREERS

Trocaire's graduates are **well-prepared and skilled industry professionals** who use their degrees to **improve their circumstances** and **pursue career pathways** that often exceed median household incomes in Buffalo. They become part of a **successful alumni network** that includes more than 10,000 Trocaire graduates.



COMMUNITY

Trocaire offers the kind of **nurturing** and **encouraging** community only a small, student-centered institution can, allowing us to educate students **effectively** and **persistently**. Our graduates **live and work locally**, benefiting from and contributing to strong, community-based partnerships for **clinicals, internships** and **service opportunities**.



HERITAGE

In the tradition of the **Sisters of Mercy**, Trocaire seeks to **"meet the unmet need"** in our community. Students are often **first in the family** to pursue college. Many have families of their own. At Trocaire they find a community that **nurtures their ambition** and talent while preparing them for **careers of service**.



For more information, please contact President Bassam M. Deeb, Ph.D. at **716.827.2423** or visit us online at:

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