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

trocaire.edu
360 Choate Avenue, Buffalo, NY 14220
Admissions: 716.827.2545
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.

**DEFINING WHO WE ARE**

Trocaire’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 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 STRATEGIC PLAN**

“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**

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.

**STUDENT SUCCESS**

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.

**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**

**WE SERVE STUDENTS, WHO ARE DETERMINED TO SUCCEED, BUILD CAREERS OF ACHIEVEMENT AND LIVES OF PURPOSE.**

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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.

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