Strategic Plan



**Strategic Plan**

Strategic Plan (2020 - 2025) - Penn State Berks

General Information

# Mission / Vision / Values

**Mission**

Penn State Berks, a learning-centered college, provides a Penn State education in a small campus setting that integrates high-quality teaching, research, and dynamic community outreach. As part of a premier land-grant institution, the college stresses excellence in all areas while providing opportunities for students from a range of abilities to reach their full potential. Berks is committed to engaged learning that encourages individual growth, cultural awareness, ethical decision-making, and civic responsibility for all members of the community.

**Vision**

Penn State Berks, a learning-centered college, will be the recognized regional leader in higher education by fulfilling its land-grant mission of providing high-quality, creative, affordable, and accessible education that prepares students to be responsible and contributing members of society. A broad range of academic programs will be offered through a supportive and acclaimed faculty using leading-edge technologies to connect students to research programs and community engagements to enhance their learning experience.

**Institutional Values**

INTEGRITY: We act with integrity and honesty in accordance with the highest academic, professional, and ethical standards.
RESPECT: We respect and honor the dignity of each person, embrace civil discourse, and foster a diverse and inclusive community.
RESPONSIBILITY: We act responsibly, and we are accountable for our decisions, actions, and their consequences.
DISCOVERY: We seek and create new knowledge and understanding, and foster creativity and innovation, for the benefit of our communities, society, and the environment.
EXCELLENCE: We strive for excellence in all our endeavors as individuals, an institution, and a leader in higher education.
COMMUNITY: We work together for the betterment of our University, the communities we serve, and the world.

Planning Process

# 2020 - 2025

**Planning Process**

The 44-members of Penn State Berks Strategic Planning Council contains representatives from the three academic divisions, faculty, staff, students and the campus advisory board. The Council met regularly in spring 2020 to review the 2019 Strategic Plan Reflections and to craft updated or new goals and initiatives. The draft plan was then re-created as Qualtrics surveys and distributed in summer 2020 to Penn State Berks staff and faculty for review and feedback. In fall 2020, the Council received the feedback from the campus community and worked to evaluate and incorporate that feedback into the draft goals. The Office of Planning, Assessment, and Institutional Research (OPAIR) provided feedback on Berk’s draft plan in spring 2021. Berks Strategic Planning Council goal subcommittees then met to review the OPAIR feedback and implement changes. The revised draft plan was finalized in April, 2021 and approved by Chancellor George Grant, Jr.

Strategic Plan (2020 - 2025) - Penn State Berks

## Goal 1

Student Engagement

**Goal**

Engage all students in high impact learning experiences that stimulate their intellect, curiosity, and enthusiasm for learning.
A learning-centered college creates active, engaged, inclusive, and critically thinking learners working in a problem-based, collaborative, and flexible learning environment. All college faculty, staff, and students embrace and model the values of curiosity, inquiry, and academic integrity. Focus is on learning in and out of the classroom through active discussion, reflection, service learning, and campus community collaboration.

### Unit Objective

**Unit Objective Name**

1.1: Learning-centered institution

**Unit Objective**

Continue to position Penn State Berks as a “learning-centered” institution in the minds of current and future students, faculty, staff, employers, and other stakeholders.

**Mapping**

Penn State Foundations:

* F2 - Engaging Our Students

Penn State Thematic Priorities:

* TE - Penn State will be a leader in the transformation of education, including enhancing access to it, as it fulfills its land-grant mission in a 21st-century context and continues to drive discovery-focused research across disciplines.

Penn State Supporting Elements:

* CO1 - Focus On Impact Through Partnerships

Action Items

1.1.1: Develop collaborative partnerships among faculty, staff, and students for the creation of a learning-centered institution.

Action Items

1.1.2: Implement assessment tools to measure the effects of learning-centered approaches.

### Unit Objective

**Unit Objective Name**

1.2: Promote online repositories

**Unit Objective**

Increase use of online repositories where faculty, staff, and students post and share best practices, student-centered success stories, templates, etc.

 **Mapping**

Penn State Foundations:

* F2 - Engaging Our Students

Penn State Thematic Priorities:

* DI3 - Develop A More Robust Digital Infrastructure And Culture
* TE3 - Support And Empower Our Outstanding Faculty And Staff

Penn State Supporting Elements:

* OP1 - Improve The Design, Oversight, Integration, And Effectiveness Of Organizational Processes

Action Items

1.2.1: Promote use of secure online repositories

### Unit Objective

**Unit Objective Name**

1.3: Lifelong learning culture

**Unit Objective**

Foster a culture where students, faculty and staff are encouraged to actively participate in workshops/webinars that assist in creating and managing “learning-centered” environments, initiatives, and engagement opportunities.

**Mapping**

Penn State Foundations:

* F2 - Engaging Our Students

Penn State Thematic Priorities:

* DI1 - Create digital solutions to new and emerging challenges
* TE2 - Foster A Curriculum That Integrates Multiple Modes Of Delivery, While Leveraging Online Capabilities And Enhanced And Emerging Digital Learning Options
* TE3 - Support And Empower Our Outstanding Faculty And Staff

Penn State Supporting Elements:

* CO2 - Provide Expanded Access To Penn State Resources

Action Items

1.3.1: Create a culture of lifelong learning and personal and professional development by incentivizing participation in workshops/webinars.

### Unit Objective

**Unit Objective Name**

1.4: Student Projects

**Unit Objective**

Continue working with community organizations to identify meaningful, experiential student projects (in-person or virtual) that are mutually beneficial to community and campus.

**Mapping**

Penn State Foundations:

* F2 - Engaging Our Students

Penn State Thematic Priorities:

* TE4 - Prepare Our Students For Success In Their Careers And In Life

Penn State Supporting Elements:

* CO1 - Focus On Impact Through Partnerships

Action Items

1.4.1: Refine and develop targeted listing of appropriate community organizations.

Action Items

1.4.2: Match students with identified community projects and facilitate implementation.

### Unit Objective

**Unit Objective Name**

1.5: Student engagement opportunities

**Unit Objective**

Foster student engagement opportunities accessible to all students

**Mapping**

Penn State Foundations:

* F2 - Engaging Our Students

Penn State Thematic Priorities:

* TE3 - Support And Empower Our Outstanding Faculty And Staff
* TE4 - Prepare Our Students For Success In Their Careers And In Life

Penn State Supporting Elements:

* CO1 - Focus On Impact Through Partnerships
* CO2 - Provide Expanded Access To Penn State Resources
* IS1 - Prioritize Investment In Our People.

Action Items

1.5.1: Increase student engagement by 5% per year over the planning period by creating a culture where students are encouraged to participate in engagement activities.

Action Items

1.5.2: Maintain peer mentor programs across campus.

Action Items

1.5.3: Publicly recognize students, faculty and staff who foster student engagement.

Action Items

1.5.4: Secure funding for faculty, staff and students that foster student engagement.

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### Unit Objective

**Unit Objective Name**

1.6: Find engagement resources

**Unit Objective**

Provide resources including financial, technical, and temporal to promote student engagement for the campus community

**Mapping**

Penn State Foundations:

* F2 - Engaging Our Students

Penn State Thematic Priorities:

* TE3 - Support And Empower Our Outstanding Faculty And Staff

Penn State Supporting Elements:

* CO2 - Provide Expanded Access To Penn State Resources
* IS1 - Prioritize Investment In Our People.
* OP - Penn State will lead nationally in the design, development, and deployment of effective and agile organizational processes that support the University’s mission.

Action Items

1.6.1: Identify and apply for financial opportunities including grants and endowments from University Park and non-University sources

Action Items

1.6.2: Survey time spent on student engagement initiatives.

## Goal 2

Digital Technology

**Goal**

Leverage digital technologies to enhance teaching and learning and energize student learning.

### Unit Objective

**Unit Objective Name**

2.1: Digital instructional delivery

**Unit Objective**

Continue to offer a variety of instructional delivery methods

**Mapping**

Penn State Foundations:

* F1 - Enabling Access To Education
* F2 - Engaging Our Students

Penn State Thematic Priorities:

* DI4 - Make Online Education And Personalized Learning Central To Our 21st-Century Land-Grant Mission
* TE2 - Foster A Curriculum That Integrates Multiple Modes Of Delivery, While Leveraging Online Capabilities And Enhanced And Emerging Digital Learning Options

Penn State Supporting Elements:

* IS4 - Build And Manage State-Of-The-Art Information Technology

Action Items

2.1.1: Strategically align course delivery formats with program priorities and student needs.

Action Items

2.1.2: Provide engaging learning spaces supported by appropriate technology.

Action Items

2.1.3: Provide resources and support for new delivery methods and technologies.

Action Items

2.1.4: Promote and encourage student-centered learning and innovative instructional methods.

### Unit Objective

**Unit Objective Name**

2.2: Faculty & staff development

**Unit Objective**

Provide opportunities for faculty and staff development in teaching and learning

**Mapping**

Penn State Foundations:

* F1 - Enabling Access To Education

Penn State Thematic Priorities:

* TE3 - Support And Empower Our Outstanding Faculty And Staff

Penn State Supporting Elements:

* IS1 - Prioritize Investment In Our People.

Action Items

2.2.1: Provide appropriate pedagogical support for innovative teaching and learning.

Action Items

2.2.2: Provide recognition and incentives for excellence in teaching and innovation.

Action Items

2.2.3 Support faculty and staff through training and consultation.

### Unit Objective

**Unit Objective Name**

2.3: Student digital fluency

**Unit Objective**

Provide opportunities for students to acquire digital fluency

**Mapping**

Penn State Foundations:

* F2 - Engaging Our Students

Penn State Thematic Priorities:

* DI2 - Living with digital innovation
* TE4 - Prepare Our Students For Success In Their Careers And In Life

Penn State Supporting Elements:

* No Associated Supporting Element Connection

Action Items

2.3.1: Create a taskforce to define and determine digital fluency measures.

Action Items

2.3.2: Integrate learning activities and projects that utilize digital technologies.

Action Items

2.3.3: Provide support for students' ethical use of digital technologies in extracurricular activities.

Action Items

2.3.1: Create a taskforce to define and determine digital fluency measures.

## Goal 3

Community Partnership

**Goal**

Enrich student learning and career preparation and success through extensive community partnerships that involve students, faculty, and staff in community and economic development. Create more connections with agencies, not-for-profits, and businesses in the community. Better connect students to the centers that focus on community outreach (e.g., Learning Factory, CEED, STEAM, CACE, DDMC) and better coordinate the activities provided by these centers.

CEED = Creativity, Entrepreneurship, and Economic Development; STEAM = Science, Technology, Engineering, Arts, and Mathematics; CACE = Center for Academic Community Engagement; DDMC = Digital Design and Manufacturing Center

### Unit Objective

**Unit Objective Name**

3.1: Community Outreach

**Unit Objective**

Strengthen community outreach activities. Develop a more structured and coordinated approach to engaging with organizations in the community in order to provide more engaged learning experiences for our students.

**Mapping**

Penn State Foundations:

* F2 - Engaging Our Students
* F5 - Driving Economic Development

Penn State Thematic Priorities:

* DI5 - Drive Economic Development
* EH3 - Build Synergistic Partnerships To Influence Population Health

Penn State Supporting Elements:

* CO1 - Focus On Impact Through Partnerships
* CO2 - Provide Expanded Access To Penn State Resources
* CO5 - Support Economic Development And Community Renewal.
* IS5 - Align Fundraising To Address Specific Needs
* OP3 - Develop A Culture Of Academic Business Modeling To Support Innovation

Action Items

3.1.1: Formalize a partnership with Penn State Health St. Joseph.

Action Items

3.1.2: Secure donations to fund operation of the Berks LaunchBox in downtown Reading.

Action Items

3.1.3: Develop programs and services to assist (mainly but not exclusively) early stage tech-based startups, medical innovation startups and social enterprise.

Action Items

3.1.4: Support community initiatives through partnerships with not-for-profit organizations and public agencies.

Action Items

3.1.5: Formalize the operation of the Corporate Engagement Team (CET) to better coordinate college outreach to corporate partners.

### Unit Objective

**Unit Objective Name**

3.2: Improve record-keeping

**Unit Objective**

Create a better internal resource of campus-wide outreach activities with a focus on accessing and sharing the digital information supplied by the faculty/staff. The desired resource should include not only information from faculty via Digital Measures but activities involving staff as well.

**Mapping**

Penn State Foundations:

* F0- No Foundation Connection

Penn State Thematic Priorities:

* No Associated Thematic Priority Connection

Penn State Supporting Elements:

* IS4 - Build And Manage State-Of-The-Art Information Technology

Action Items

3.2.1: Identify or create a tool to extract aggregate information on engagement from Activity Insight/Digital Measures, and faculty/staff surveys.

Action Items

3.2.2: Engage program chairs in the CET, as applicable

Action Items

3.2.3: Develop a CRM for the CET

### Unit Objective

**Unit Objective Name**

3.3: Perception of outreach

**Unit Objective**

Improve the recognition and perception of quality and quantity of campus outreach provided to the community.
Determine how to more effectively promote Penn State Berks outreach activities’ benefits to the community, including the creation of a strategic communication plan.

**Mapping**

Penn State Foundations:

* F0- No Foundation Connection

Penn State Thematic Priorities:

* No Associated Thematic Priority Connection

Penn State Supporting Elements:

* CO1 - Focus On Impact Through Partnerships
* CO2 - Provide Expanded Access To Penn State Resources
* CO3 - Promote Contributions Through Strategic Communication

Action Items

3.3.1: Review the College Advisory Board's Perceptions of Outreach survey.?

Action Items

3.3.2: Undertake a new Perceptions of Outreach survey.

Action Items

3.3.3: Create enthusiasm among faculty, staff, students, and Advisory Board members for engaged scholarship.

Action Items

3.3.4: Raise community awareness of campus strengths in community outreach via a digital public relations plan.

### Unit Objective

**Unit Objective Name**

3.4: Increase marketability of students

**Unit Objective**

Support student marketability through exposure to more employers and the skills valued by employers. Increase number of students involved in internships.

**Mapping**

Penn State Foundations:

* F2 - Engaging Our Students

Penn State Thematic Priorities:

* TE4 - Prepare Our Students For Success In Their Careers And In Life

Penn State Supporting Elements:

* CO1 - Focus On Impact Through Partnerships

Action Items

3.4.1: Increase number and variety of internships (e.g. Gig experiences).

Action Items

3.4.2: Provide faculty with information on real-time employment trends and on-demand skills (currently: Burning Glass).

Action Items

3.4.3: Create more skill building opportunities for students, possibly by leveraging existing Continuing Education (CE) programming at reduced cost to students.

Action Items

3.4.4: Increase alumni engagement with current students

## Goal 4

Diversity, equity & inclusion

**Goal**

Foster a community at Penn State Berks that emphasizes diversity, equity, and inclusion.

### Unit Objective

**Unit Objective Name**

4.1: Recruitment strategies

**Unit Objective**

Continue to develop strategies to recruit, retain, and graduate students from underrepresented and underserved groups, both domestically and internationally

**Mapping**

Penn State Foundations:

* F1 - Enabling Access To Education
* F3 - Advancing Inclusion, Equity, and Diversity

Penn State Thematic Priorities:

* SP8 - Formulate and Promote Policy Solutions and Best Practices
* TE4 - Prepare Our Students For Success In Their Careers And In Life
* TE5 - Partner More Effectively With Pre-College Educators

Penn State Supporting Elements:

* CO1 - Focus On Impact Through Partnerships
* CO2 - Provide Expanded Access To Penn State Resources
* CO3 - Promote Contributions Through Strategic Communication

Action Items

4.1.1: Design a diversity brochure to prospective students.

Action Items

4.1.2: Implement special opportunities to recognize graduates from underrepresented populations.

Action Items

4.1.3: Continue to develop community-based programs to encourage local students of color to attend and provide continued support from enrollment through graduation.

Action Items

4.1.4: Continue to develop and revise mechanisms for involving faculty in the recruitment process for underrepresented students and students who are interested in Berks majors.

Action Items

4.1.5: Develop a faculty mentoring program for underrepresented students.

Action Items

4.1.6: Strengthen academic and personal advising support for underrepresented students.

Action Items

4.1.7: Continue to market the institution as a comprehensive four-year college that appeals to diverse students both domestically and internationally.

### Unit Objective

**Unit Objective Name**

4.2: Culturally competent management

**Unit Objective**

Recruit, develop, and retain a culturally competent management team and workforce at all levels of the institution

**Mapping**

Penn State Foundations:

* F3 - Advancing Inclusion, Equity, and Diversity

Penn State Thematic Priorities:

* TE2 - Foster A Curriculum That Integrates Multiple Modes Of Delivery, While Leveraging Online Capabilities And Enhanced And Emerging Digital Learning Options

Penn State Supporting Elements:

* IS1 - Prioritize Investment In Our People.
* IS5 - Align Fundraising To Address Specific Needs

Action Items

4.2.1: Acknowledge diversity-related activities and professional development in employee performance evaluations.

Action Items

4.2.2: Include campus-wide Diversity/Cultural Competency Training in onboarding new employees and for current faculty and staff.

Action Items

4.2.3: Collaborate with University Park Office of Educational Equity for additional support in receiving high-quality minority applicants.

Action Items

4.2.5: Inventory DEI efforts on campus.

Action Items

4.2.6: Cultivate diverse management teams at all levels of the college.

Action Items

4.2.7: Allocate funding that supports training for faculty, staff, and administrators on the topics of DEI.

### Unit Objective

**Unit Objective Name**

4.3: Underrepresented and underserved retention

**Unit Objective**

Increase funding support for, visibility of, and participation in retention services for underrepresented and underserved students

**Mapping**

Penn State Foundations:

* F1 - Enabling Access To Education
* F2 - Engaging Our Students
* F3 - Advancing Inclusion, Equity, and Diversity

Penn State Thematic Priorities:

* TE4 - Prepare Our Students For Success In Their Careers And In Life
* TE5 - Partner More Effectively With Pre-College Educators

Penn State Supporting Elements:

* IS5 - Align Fundraising To Address Specific Needs

Action Items

4.3.1: Increase the number of need-based scholarships and scholarships that promote diversity on the Berks campus.

Action Items

4.3.2: Create a new staff position within Student Affairs to assess the needs of underrepresented students and initiate efforts to direct university resources to meet these needs. This person will develop, coordinate, and implement programs and services designed to increase retention and graduation of Berks students in general and of underrepresented students in particular. Implement programs to build student leadership skills and promote academic and social success.

Action Items

4.3.3: Proactively increase the participation of students in the programs aimed at recruiting and retaining students from underserved and underrepresented groups.

Action Items

4.3.4: Encourage increased student participation in university services such as academic advising, tutoring, student aid, career services, and disability services to increase graduation rates.

Action Items

4.3.5: Encourage faculty, staff, and students to participate in diversity activities across campus such as workshops, seminars, and individual discussions that promote understanding of differences.

Action Items

4.3.6 Engage faculty, staff, and students in a review of current operations to identify barriers to student success and develop and implement intervention activities to help students be more successful.

### Unit Objective

**Unit Objective Name**

4.4: Penn State Values

**Unit Objective**

Strengthen the college’s commitment to the Penn State values by building an inclusive and equitable community among, faculty, students, and staff.

**Mapping**

Penn State Foundations:

* F2 - Engaging Our Students
* F3 - Advancing Inclusion, Equity, and Diversity

Penn State Thematic Priorities:

* TE3 - Support And Empower Our Outstanding Faculty And Staff
* TE4 - Prepare Our Students For Success In Their Careers And In Life

Penn State Supporting Elements:

* No Associated Supporting Element Connection

Action Items

4.4.1: Update and promote the PSU diversity statement.

Action Items

4.4.2: Publicize the campus diversity calendar.

Action Items

4.4.5: Implement programs that increase the diversity competencies of faculty, staff, and administration through training for best practices in teaching and learning to create culturally responsive classrooms and campus.

Action Items

4.4.6: Ensure that timely and coordinated responses are made in cases of discrimination, hate crimes, sexual assaults, harassment, and violence.

Action Items

4.4.7: Provide more opportunities for all students to participate in a variety of experiential learning activities, which provide an understanding and appreciation of other cultures.

### Unit Objective

**Unit Objective Name**

4.5: Diversity in standard operating procedures

**Unit Objective**

Increase funding of and create an accountability system to incorporate/infuse the diversity goals of the strategic plan in all standard operating procedures to create a culturally responsive, inclusive, and equitable campus community for all constituents.

**Mapping**

Penn State Foundations:

* F3 - Advancing Inclusion, Equity, and Diversity

Penn State Thematic Priorities:

* TE3 - Support And Empower Our Outstanding Faculty And Staff

Penn State Supporting Elements:

* IS1 - Prioritize Investment In Our People.
* IS5 - Align Fundraising To Address Specific Needs
* OP1 - Improve The Design, Oversight, Integration, And Effectiveness Of Organizational Processes

Action Items

4.5.1: Increase college-based funding and scholarships for diversity programming and educational initiatives, e.g., study abroad programs.

Action Items

4.5.2: Create a new staff position to assist in the compilation of baseline data on diversity education, programming, evaluation and creation of promotional materials needed to infuse DEI and track the progress of achieving the DEI goals annually.

Action Items

4.5.3: Continue to have a broad representation from all segments of the college community, particularly administration, faculty, and students on the Berks Committee on Diversity and Inclusion.

Action Items

4.5.4: Develop annual comprehensive diversity education (based on the IDI results) that supports a culturally diverse, inclusive and equitable community and programming for the college (administration, faculty, staff and students).

Action Items

4.5.5: Compile and publish an inventory of diversity related programming each semester.

Action Items

4.5.6: Link international and diversity events to class requirements through a stronger relationship between the Berks Diversity Committee, Offices of Campus Life, Support Services, and faculty.

Action Items

4.5.7: Develop a campus reward structure that supports the core value of diversity.

Action Items

4.5.8: Create a repository of diversity resources for the campus community in conjunction with other Penn State campuses.

## Goal 5

Inquiry, Research, and Creativity

**Goal**

Support, model, and expand disciplinary and cross-¬-disciplinary inquiry, research and creativity across the college.

### Unit Objective

**Unit Objective Name**

5.1: Research productivity

**Unit Objective**

Enhance research productivity

**Mapping**

Penn State Foundations:

* F0- No Foundation Connection

Penn State Thematic Priorities:

* TE1 - Advance The Frontiers Of Knowledge

Penn State Supporting Elements:

* IS3 - Drive Innovation And Discovery

Action Items

5.1.1: For all faculty with research obligations, enhance the research productivity.

### Unit Objective

**Unit Objective Name**

5.2: Research grants

**Mapping**

Penn State Foundations:

* F0- No Foundation Connection

Penn State Thematic Priorities:

* TE1 - Advance The Frontiers Of Knowledge
* TE3 - Support And Empower Our Outstanding Faculty And Staff

Penn State Supporting Elements:

* IS1 - Prioritize Investment In Our People.
* IS4 - Build And Manage State-Of-The-Art Information Technology

Action Items

5.2.1: Increase number of submitted grants annually (external)

Action Items

5.2.2: Commit to increased funding for RDG, and faculty conference travel in proportion to the total number of faculty of all ranks.

### Unit Objective

**Unit Objective Name**

5.3: Endowed financial support

**Unit Objective**

Increase endowed financial support for the campus.

**Mapping**

Penn State Foundations:

* F0- No Foundation Connection

Penn State Thematic Priorities:

* TE3 - Support And Empower Our Outstanding Faculty And Staff

Penn State Supporting Elements:

* IS1 - Prioritize Investment In Our People.
* IS5 - Align Fundraising To Address Specific Needs

Action Items

5.3.1: Increase the amount of yearly endowed financial support for research and creative accomplishments provided to faculty and staff

### Unit Objective

**Unit Objective Name**

5.4: Center integration

**Unit Objective**

Enhance the integration between the on-campus Centers to support funding for co-curricular, inter-domain, cross-disciplinary, and other innovative approaches as appropriate to teaching and research.

**Mapping**

Penn State Foundations:

* F0- No Foundation Connection

Penn State Thematic Priorities:

* No Associated Thematic Priority Connection

Penn State Supporting Elements:

* CO1 - Focus On Impact Through Partnerships
* IS5 - Align Fundraising To Address Specific Needs
* OP1 - Improve The Design, Oversight, Integration, And Effectiveness Of Organizational Processes

Action Items

5.4.1: Enhance the synergy among faculty participating in on-campus Centers to seek funding for co-curricular, inter-domain, cross-disciplinary, and other innovative approaches as appropriate to teaching and research.

### Unit Objective

**Unit Objective Name**

5.5: Public Lectures

**Unit Objective**

Increase the number of lecturers in trending topics to one per semester and utilize valuable resources.

**Mapping**

Penn State Foundations:

* F2 - Engaging Our Students
* F4 - Enhancing Global Engagement

Penn State Thematic Priorities:

* TE1 - Advance The Frontiers Of Knowledge

Penn State Supporting Elements:

* CO2 - Provide Expanded Access To Penn State Resources
* CO3 - Promote Contributions Through Strategic Communication

Action Items

5.5.1: Use Fulbright Scholars, Humanities Institute, Faculty experts, Community leaders, and Alumni as speakers.

## Goal 6

Ethics and Sustainability

**Goal**

Educate the campus and local community about the interconnectedness of the environment, economy, and society. Promote ethical behavior, responsible citizenship, collaborative partnership, and leadership with the goal of achieving a sustainable, equitable, and just global society.

Penn State Berks will work towards creating an environment that promotes critical thinking and strengthens our capacity to account for the ethical, environmental, social and economic consequences of our individual and collective decisions. Sustainability is a broad concept that consists of three critical and interlinked domains: environment, society, and economy as highlighted in the 17 U.N. Sustainable Development Goals (SDGs):
1) No Poverty; 2) Zero Hunger; 3) Good Health & Well-Being; 4) Quality Education; 5) Gender Equality; 6) Clean Water & Sanitation; 7) Affordable and Clean Energy; 8) Decent Work & Economic Growth; 9) Industry, Innovation and Infrastructure; 10) Reduced Inequalities, 11) Sustainable Cities and Communities; 12) Responsible Consumption and Production; 13) Climate Action; 14) Life Below Water; 15) Life on Land; 16) Peace, Justice, and Strong Institutions; and 17) Partnerships.

We acknowledge the interrelationship of issues such as poverty, economic and social inequality, gender inequality, degradation of the environment, climate change, and war and conflict, among others. The goals of sustainability can only be achieved by creating awareness and encouraging individual and collective action and leadership through education.

We are committed to:
"promoting sustainability literacy (defined by the UN as "the knowledge, skills, and mindsets that allow individuals to become deeply committed to building a sustainable future and assisting in making informed and effective decisions"),
"expanding sustainable practices,
"addressing systemic challenges of irresponsible production and consumption, environmental degradation, unjust and inequitable social and economic infrastructures, policies, and practices.

In support of our educational goals, we aim to create a learning environment to provide an immersive experience for all constituents and integrate sustainability into campus research, teaching, outreach, and operations. In doing so, we aim to:
"prepare students, faculty, staff, administrators, and the community to be informed, ethical, and responsible citizens and leaders in a diverse, global, and interdependent society,
"encourage collaborative efforts in the common pursuit of innovation and leadership in policy, practice, and infrastructure with the goal of addressing the above-mentioned systemic challenges and leading to a sustainable, just, and equitable global society.

### Unit Objective

**Unit Objective Name**

6.1 Sustainable environment

**Unit Objective**

Enhance focus on and understanding of the interconnectedness of ethics, integrity, and civility, as well as personal and social responsibility to our ability to create a sustainable environment across academic programs and campus life.

**Mapping**

Penn State Foundations:

* F3 - Advancing Inclusion, Equity, and Diversity

Penn State Thematic Priorities:

* AH3 - Prepare Students With The Skills To Work Together To Develop Ethically And Historically Informed Solutions To Our Most Pressing Problems

Penn State Supporting Elements:

* OP2 - Establish Processes For Continual Institutional Assessment, Improvement, And Innovation, Including More Systematic Review Of Administrative And Academic Organizational Performance And Financial Stewardship

Action Items

6.1.1: Incorporate Penn State values and ethical standards for different professions in all academic programs, student life, and campus life.

Action Items

6.1.2: Provide modules on ethics, integrity, civility, social responsibility, and informed decision making in the First-Year Seminar.

Action Items

6.1.3: Conduct campus-wide events and programs (films, lectures, workshops, etc.) focusing on ethics, integrity, civility, social responsibility, and informed decision making.

### Unit Objective

**Unit Objective Name**

6.2: Enhance sustainability literacy

**Unit Objective**

Enhance sustainability literacy by developing, promoting, and supporting academic programs and educational experiences for all students, faculty, staff, alumni, corporate partners, and community members focusing on the Sustainable Development Goals (SDGs).

**Mapping**

Penn State Foundations:

* F6 - Ensuring A Sustainable Future

Penn State Thematic Priorities:

* SP8 - Formulate and Promote Policy Solutions and Best Practices
* TE3 - Support And Empower Our Outstanding Faculty And Staff

Penn State Supporting Elements:

* CO1 - Focus On Impact Through Partnerships
* CO3 - Promote Contributions Through Strategic Communication
* OP1 - Improve The Design, Oversight, Integration, And Effectiveness Of Organizational Processes

Action Items

6.2.1: Develop new and support existing academic courses focusing on the SDGs and incorporate opportunities to facilitate experiential learning.

Action Items

6.2.2: Develop and promote co-curricular programs that address SDGs in student life.

Action Items

6.2.3: Include sustainability outreach programs for local schools and the community.

Action Items

6.2.4: Develop and enhance mechanisms, such as news releases, visible signs around campus, a webpage, newsletters, videos, and social media for communicating sustainability initiatives.

### Unit Objective

**Unit Objective Name**

6.3: Transformative action

**Unit Objective**

Encourage, enable, empower, support, and institutionalize transformative action, in terms of sustainable and equitable practices, programs, and solutions on campus and in the community.

**Mapping**

Penn State Foundations:

* F6 - Ensuring A Sustainable Future

Penn State Thematic Priorities:

* SP1 - Lead by Example
* SP6 - Forge Broad And Relevant Partnerships
* SP8 - Formulate and Promote Policy Solutions and Best Practices

Penn State Supporting Elements:

* CO1 - Focus On Impact Through Partnerships
* CO2 - Provide Expanded Access To Penn State Resources
* CO3 - Promote Contributions Through Strategic Communication
* IS2 - Invest In Resources Creatively And Systematically
* IS5 - Align Fundraising To Address Specific Needs
* OP2 - Establish Processes For Continual Institutional Assessment, Improvement, And Innovation, Including More Systematic Review Of Administrative And Academic Organizational Performance And Financial Stewardship

Action Items

6.3.1: Institutionalize sustainability practices on campus and in the community.

Action Items

6.3.2: Inspire leadership and innovation in policy, practice, and knowledge in addressing sustainability challenges.