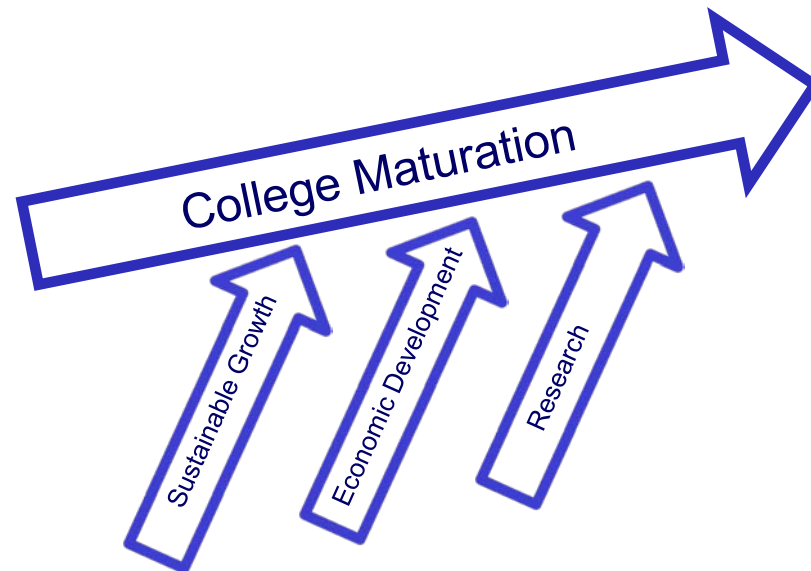




# Vision

Penn State Altoona will **continue its transformation** to a baccalaureate degree granting institution and maintain its role as the **lead academic institution** in our service area, by

- Sustaining growth of our student body and programs with quality foremost
- Increasing our role in regional economic development
- Strengthening support for research and creative activities





# Primary Objectives and Guiding Principles

- Continue student enrollment growth to **4,500 students**, and **increase the percentage** of undergraduate students who enroll in Penn State Altoona baccalaureate degree programs vs. transferring to the University Park campus
- Further develop the **Downtown Altoona Campus** as part of a unified two-campus college
  - enhance academic and cultural programming
  - support **regional economic enhancement** opportunities



# Primary Objectives and Guiding Principles

- **Improve and expand existing facilities**, to adequately support current enrollment as well as the desired increase
  - classrooms
  - library and student activity space
  - on- and off-campus housing
  - student life and engagement facilities
- Improve the **aesthetic qualities** of campus architecture and landscape
- Increase **faculty research space and offices**



# Primary Objectives and Guiding Principles

- Initiate and lead **sustainable development** practices, including energy conservation, storm water management, traffic and transportation improvements, and waste reduction
- In partnership with business, industry, economic development and government entities, bring **entrepreneurial capability and resources** to the region (e.g. Keystone Innovation Zone, technology transfer)