



Plan Summary: To create a financially sound and stable educational environment, Genesis Career College developed the following strategic plan focused on growth within four areas:

- 1) Programmatic expansion into “feeder” Associate Degree programs
- 2) Personnel Investment: Expanding executive leadership to better support campus directors in state, accreditor, and federal compliance / Hiring Directors with more experience in key growth areas
- 3) Upgrading terminal server environment
- 4) Equipment replacement / Upgrading Media Resource Centers

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**PLAN OBJECTIVES AND TIMELINE**

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**Growth Strategy**

January 2019:	Identify Allied Health Program Associate Degree for graduates
July 2019:	Hire key personnel to develop new degree program
January 2020:	Execute and campus leadership hiring initiatives
June 2020:	Upgrade terminal server equipment
January 2021:	Replace equipment in beauty/barber programs
June 2021:	Upgrade computer labs

**Financial Strategy** – Focus will shift from creating efficiencies by reducing expenses as noted in the previous strategic plan to investing in growth. While this plan worked well during the previous 3 years, the strategic vision will now focus on growth and investing in the support system to increase the student population.

The planning and execution of the financial and growth strategies will maintain the integrity of the institution’s mission statement and vision.

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**MISSION STATEMENT**

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At Genesis Career College, our mission is to attract qualified students, instruct them with quality education and training, and prepare them for career occupations in their respective fields.

We place “respect for the rights of the individual” at the forefront of our philosophy. We strive to provide a work environment which allows for the enhancement of our service to our employees, our students, and our patrons.

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**INSTITUTION VISION**

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To effectively achieve our mission, Genesis employees from the corporate level to the local campus share a 3-point vision:

- 1) All we do should revolve around what is in the best interest of our students
- 2) Teamwork and communication is imperative for success
- 3) Graduates result from enthusiasm and positivity from our workforce

Our vision revolves around the 3 points listed above. We genuinely feel that if we can accomplish these goals, success is inevitable.



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## STRATEGIC PLAN SUMMARY

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**Growth Strategy:** Genesis historically achieved its mission by preparing graduates for the workforce by deploying hands on training and theory instruction in non-degree programs.

Genesis identified an associated degree program that will focus on increasing the employability and earning potential of Genesis Medical Assistant and Dental Assistant graduates. The Healthcare Administration AAS program will enable Genesis graduates to earn an associate degree while they continue to work in the field.

Genesis will invest in personnel and infrastructure to accomplish this shift. Executive level leadership with experience in degree programs will be a key hire as well as hiring campus leadership that is qualified to deliver the initiatives. Genesis will also invest an executive level position to lead its state, accreditation, and federal compliance department. The Director of Compliance will be hired in 2020.

Investment in technology will be crucial to execute 2021 planning. Genesis will invest in substantial updates to its terminal server environment which is antiquated. The upgrade will focus on increased security measures and processing performance. The new terminal server will also accommodate a more robust student information system. Diamond upgrades offer more features and security.

Genesis has employed ambitious enrollment and revenue projections for 2019-2020. If Genesis can meet these goals, revenue levels will accommodate the replacement of beauty and barber equipment such as chair and stations. Also budgeted will be a complete upgrade of the media resource centers replacing older computers. This will give opportunity to students who do not have computer access at home the ability research the vast online libraries of their respective fields.

## FINANCIAL RESOURCES

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Genesis' financial focus will shift from saving to investing. As noted above, Genesis has ambitious yet attainable projections for its 2019-2020 goals. If they are met, revenue will be available to invest heavily in Genesis' future. Genesis can allocate roughly 5-6% of revenue to these initiatives which should amount to 300-400k. This is enough cash for personnel hires, capital expenses, and tech investment.

## EVALUATION

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This plan will be evaluated annually by the Institutional Advisory Committee as well as company leadership to gauge:

- 1) Performance relating to achieving the objectives
- 2) Evaluating the relevance of the objectives
- 3) Amending the objectives to accommodate changes in the employment market, regulatory environment, etc.

The plan will also be disseminated to faculty and administration at least on an annual basis to ensure transparency and provide a foundation for implementation.

Results of the evaluation and feedback will be documented.