



DONOR PROSPECTUS

OPPORTUNITIES START **HERE**



CENTRAL PENN
COLLEGE

Mission

Central Penn College opens opportunities to students from a variety of academic backgrounds by providing the education needed for employment and advancement in their fields.

Vision

To become a leading resource for professional education in the Central Pennsylvania Region and beyond.

Core Values

Integrity denotes the desire to model honesty, ethical behavior and civility in personal and professional dealings.

Scholarship denotes Central Penn's emphasis on the development of students' minds through critical thinking, problem solving and the use of intellectual resources.

Excellence denotes Central Penn's desire to provide holistic support for students' success in their academic pursuits and to equip them to recognize and realize opportunities for professional development.

Professionalism denotes Central Penn's pride in providing students with a well-rounded set of skills, such as critical thinking, problem solving, leadership, open communication and civility, which enables them to stand out in their respective fields.

Inclusivity denotes not only the rich diversity of Central Penn's student body, staff, faculty and administration, but also an attitude that embraces and celebrates every member of the Central Penn community and the valuable lessons they can teach each other.

Community Service denotes both Central Penn's purpose of creating a community where all students are welcome and to pass on that sense of community, so that students will be motivated to make a positive impact in the community, society and world in which they live.



OPPORTUNITIES CAMPAIGN

ACADEMICS

ATHLETICS

ATMOSPHERE

OUR GOAL:
\$10 MILLION
RAISED BY 2025

Central Penn College and the **Central Penn College Education Foundation** are committed to making history with our first-ever joint fundraising campaign under the theme *Opportunities*. We invite you to learn more about this special opportunity to help revitalize our treasured institution coinciding with our 2020-2024 Strategic Plan. As you will learn from this prospectus, the region is counting on us to deliver our career focused education with a stronger focus on the “fit” our students seek.

Enhancing the “fit” students feel when they visit campus or enroll and attend their first courses means investing in academic programs to ensure state of the art learning tools are available to every student in every discipline.

We must also invest in our athletic programs to grow the competitiveness and offerings of our USCAA Division II teams. Collegiate athletics are essential ways to build character, leadership, and lifelong communication skills among our students.

Most importantly, the atmosphere any visitor, student, or parent feels when they visit campus must be our proudest quality. With your generous support, vital changes are within reach.

Read on to learn more about the
Opportunities campaign.

A leader in career education since 1881

Transforming lives. That's what we've been doing for over 140 years.

Our career-focused programs enable our students to transform their lives by securing jobs in their chosen profession. In fact, 88.1% of our graduates are either working in their field or continuing their education within one year of graduation.*

Opportunities Start **HERE**

Central Penn College is a vital educational resource for our students, their families and the surrounding community. We are a career-focused college that offers associate, bachelor's and master's degree programs, as well as short-term certificates.

Relocated to Summerdale in 1969, Central Penn College offers one of the region's most relevant catalogs of business, communications, criminal justice, and allied health science certificate, diploma, and degree programs available to students. Central Penn College provides a four-year, residential collegiate experience to students whose higher education options may be limited by financial, geographic, or academic circumstances. Thanks to a combination of low tuition and fees, an investment in student financial aid assistance, and generous scholarships, **access to an attainable, quality, private, residential four-year college education** is possible at Central Penn College.

Career Focused Education with **Unique Admissions Standards**

The foundation of a Central Penn College education is the relationships students have with faculty. Classes are taught by engaged and accessible faculty who teach and advise with purpose: to lead students toward a successful and fulfilling life and career. This outcomes-based approach is achieved through experiential programming and through faculty who embrace their role in the intellectual lives of students.

Central Penn College is proud to be one of the leading career education colleges in the Commonwealth of Pennsylvania. Our rich program catalog includes associate, applied associate, bachelor of science, and master's degrees. **These programs are available to students earning a 2.0 or higher in high school, ensuring Central Penn College opens opportunities for education and career advancement not available at any other institution in our region.**



“I would change where I went to elementary school; I would change where I went to high school, but I would never change where I went to college.”

– **Aaron Beverly, '10**, business administration
Risk and Controls Project Manager at JPMorgan Chase & Co.

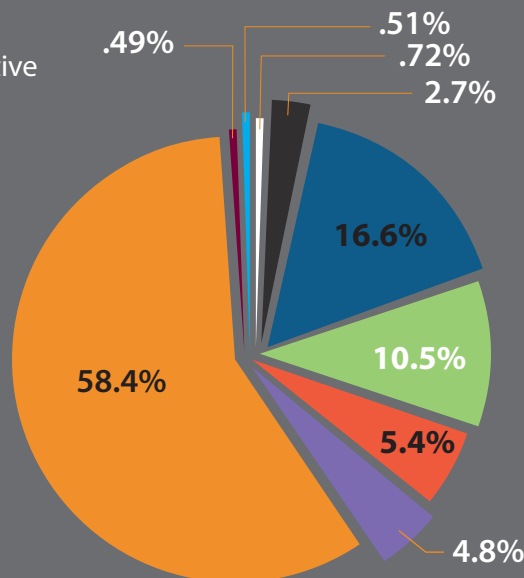
88.1%

88.1% of our graduates were employed in their chosen field or continuing their education within one year of graduation.

One of the **STRONGEST** rates in Pennsylvania

Most Diverse Student Body in the Region

- American Indian/Alaska Native
- Asian
- Black or African American
- Hispanic or Latino
- Native Hawaiian or Other Pacific Islander
- Not Specified
- Other
- Two or more races
- White

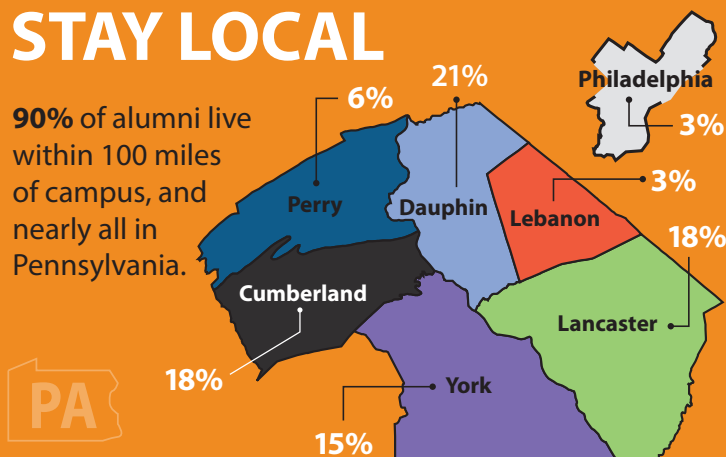


41%

41% of Central Penn College's student body identifies at BIPOC (Black, Indigenous and People of Color).

Our Students are Local & **STAY LOCAL**

90% of alumni live within 100 miles of campus, and nearly all in Pennsylvania.



Breakdown of Degrees

ASSOCIATE DEGREE STUDENTS	33%
BACHELOR'S DEGREE STUDENTS	59%
MASTER'S DEGREE STUDENTS	3%
CERTIFICATE DEGREE STUDENTS	5%



UPDATE: **2021 REPORT**

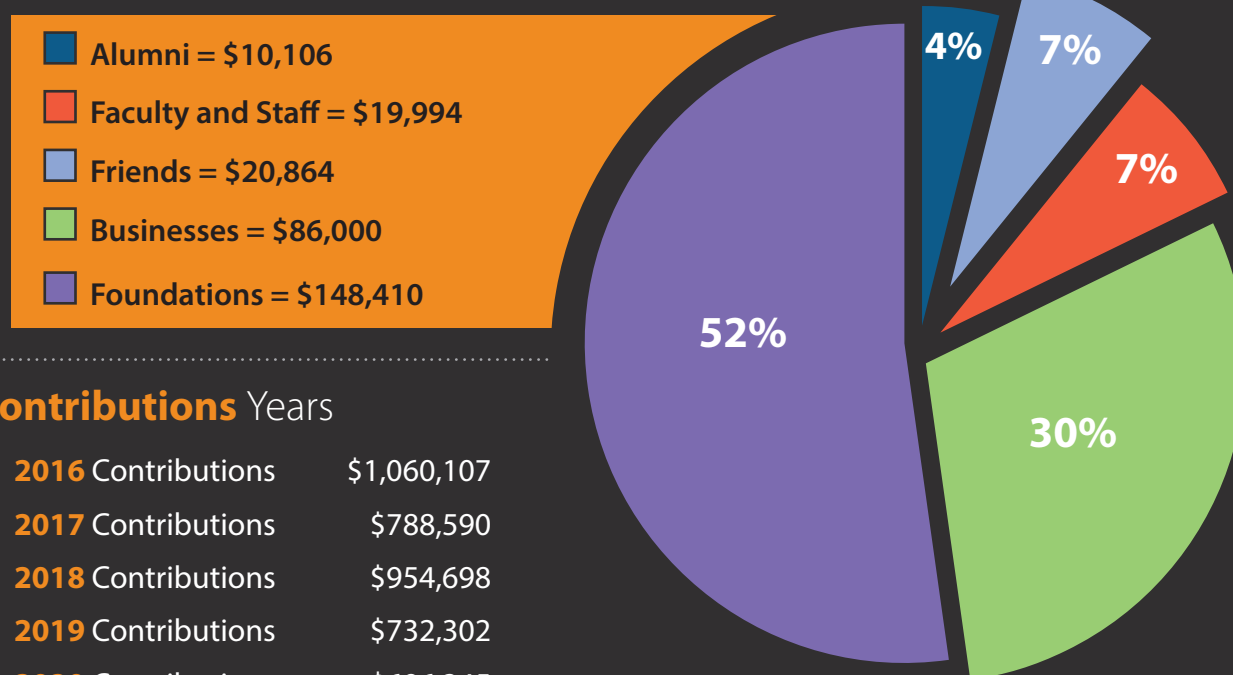
CENTRAL PENN COLLEGE **EDUCATION FOUNDATION**

Student **Scholarships Awarded**

2016:	288	(\$223,300)
2017:	286	(\$249,377)
2018:	248	(\$242,770)
2019:	242	(\$263,004)
2020:	241	(\$250,135)
2021:	637	(\$729,441)

2021 **Donor Gifts**

(Scholarships and in-kind Contributions) **\$285,375**



Contributions Years

2016 Contributions	\$1,060,107
2017 Contributions	\$788,590
2018 Contributions	\$954,698
2019 Contributions	\$732,302
2020 Contributions	\$696,345

Central Penn College **Grant Seeking**

In one of its most successful grant-seeking years to date, Central Penn College and its partners secured the following grant awards:

\$1,400,000	American Rescue Plan Act – Cumberland County Grant
\$75,000	UPMC Pinnacle Foundation Surgical Technology Grant
\$30,000	PA Dept of Education: It's on Us Grant
\$27,326	Pennsylvania Vision Foundation Opt Tech Lab Grant
\$10,000	John Cain Kunkel Foundation Nursing Program Scholarships Grant

Measuring Our **IMPACTS**

Well-Qualified College Graduates

For more than three decades, Central Penn College has been recording and tracking the success of our graduates. We are proud to report that across the past three years and despite a raging pandemic, over **88%** of our program completers and graduates within one year of completion find a career in the field of study or continue their education. Few colleges track their graduate success record and even fewer can share such tremendous success as we have at Central Penn College.

Building Pennsylvania's Workforce

One of Central Penn College's most valuable treasures is its alumni. Today, more than 13,000 living alumni have a connection to Central Penn College for a certificate, diploma, or degree.

And they are focused on Central Pennsylvania: **90%** live within 100 miles of the Central Penn College Summerdale Campus.

An Affordable Degree is our Goal

Since 2018, Central Penn College has become one of the most affordable bachelor's degree in the region by expanding its scholarship partnership with the Central Penn College Education Foundation and launching the most innovative Free Housing Scholarship program in the Commonwealth of Pennsylvania. We award more than **\$2 million** in scholarships annually.

A Diverse, Equitable, and Inclusive Experience

Our student body is the most diverse in Central Pennsylvania over the past ten years. Today, over **41%** of students report a background that is diverse: Latino, African-American, Asian Pacific, Native American, or multi-racial. Since 2020, a Presidential Commission has been at work to make the student, faculty, and staff experience more inclusive and more responsive to the needs of our campus family.



Building a Central PA **WORKFORCE**

Percentage of graduates by program
employed in their chosen field.

Bachelor's Degree Programs

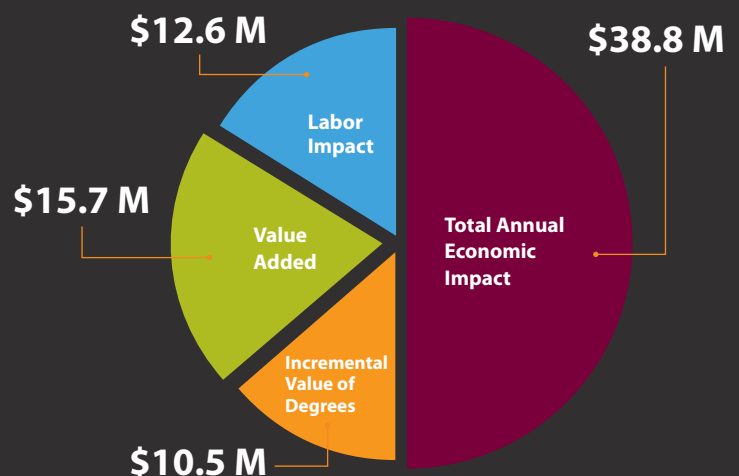
Accounting	92.6%
Business Administration	91.7%
Corporate Communications	88.2%
Criminal Justice Administration	80.8%
Healthcare Management	96.9%
Health Science	75%
Homeland Security Management	82.4%
Information Technology	88.7%
Legal Studies	73.8%
Organizational Leadership	100%
Radiology Sciences	100%

Associate Degree Programs

Accounting	93.3%
Communications	100%
Computer Information Systems	84.6%
Criminal Justice	78.6%
Entrepreneurship & Small Business	95.7%
Marketing	60%
Medical Assisting	93.6%
Occupational Therapy Assistant	84.3%
Paralegal	90%
Physical Therapist Assistant	88.4%

Central Penn College's **Annual Economic Impact** (Cumberland County)

- **Labor Impact** – \$12.6 million
- **Value Added** – \$15.7 million
- **Incremental Value of Degrees** – \$10.5 million
- **Total Annual Economic Impact** – \$38.8 million



"Central Penn College Economic and Social Impact Report," Social Enterprise Institute, USA. 19 Aug 2021.



YOUR **OPPORTUNITY** FOR IMPACT STARTS NOW

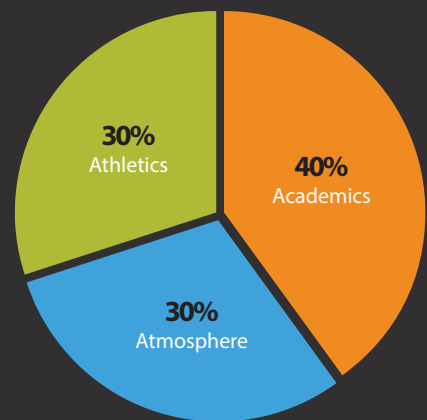
Central Penn College and Central Penn College Education Foundation have united to expand our resources for the benefit of our students, faculty, and the communities we serve.

With your generous help, we will have the resources we need for vital investments through 2025 as part of the College's Strategic Plan. Here is how your financial support will impact future opportunities at Central Penn College:

Opportunities Campaign: **\$10 million** by 2025

Opportunities Campaign **GOALS**

- Academics **40%**
- Athletics **30%**
- Atmosphere **30%**



Your Help Vitrally Needed Now

Central Penn College has entered a new phase of its history. The time is now to make investments in academic programs, athletics, and the atmosphere of our campus. When we invest in these three fundamental areas of the College experience, our enrollment will remain healthy and sustainable, and our College will thrive.

Dreams Deferred No Longer

The last new building was constructed on campus in 2001. The last major investment of more than \$1 million in a single year to our campus needs occurred in 2015. The dream of a campus that is vibrant, fresh, and state-of-the-art can be deferred no longer.

STUDENT SUCCESS IS OUR **PRIORITY**

"I am happy to say that I have my dream job. This was made possible because of the support that I received at Central Penn. I am so glad I had the opportunity to attend this college. Without Central Penn, I wouldn't be the person that I am today."

– **Wislene Verna, '20,**
Criminal Justice Administration
Dauphin County Sheriff's Department



ACADEMICS

From classroom instruction to out of class learning support, CPC is committed to offering the educational experience our student need to achieve their career goals. Our highly-experienced faculty need your help to secure new technology and laboratories to deliver on that promise.

ATHLETICS

Our USCAA Division II athletes are here to learn, here to grow, here to compete, and here to play sports they love. Our plans with your help are to enhance athletic equipment, support, and training in every sport while adding in-demand programs like cross country, softball, and golf in the years ahead.

ATMOSPHERE

Our 58-acre campus provides safety and tranquility for our students to focus on their studies, but today's student wants a campus that also offers robust programming and spaces for them to explore their interests. With your help, we can create a campus atmosphere that makes them eager to enroll and stay at Central Penn College.

ACADEMICS

\$4 Million in Needed New Investments

Academic Services

Operational support and service upgrades are needed for these vital student services that help students not only navigate their college experience, but also thrive academically, professionally, and personally.

- The Learning Center
- The Advising Center
- The Center for Career Services & Development
- The Charles T. Jones Leadership Library

Educational Technology and Resources

Career-focused education requires current, state of the art technology to educate our students in a way that they can learn it in class tonight and use it on the job tomorrow. Vital investments are needed immediately in these areas:

- Online learning management software
- Professional learning equipment from EKG machines to accounting software and learning laboratories
- Course redesign and enhancement
- Digital video and audio studios for recording lessons
- Laptop or tablets for new students to help bridge the equity of access gap
- Classroom learning tools such as smartboards and computer systems
- Secure campus Wi-Fi
- Faculty professional development

Scholarships for An Affordable Education

With a little help, the cost of a college education is more affordable than most think. We strive to reduce the stress of college attendance by reducing the stress of paying for College for students and their families. Our annual scholarship pool is over \$2 million, but the true need of students is potentially 10 times that amount. Scholarship categories we need your help in funding:

- Housing scholarships
- Student meal plans
- Scholarships for academic programs
- Financial Need
- Full-ride packages for exceptional students

The Center for Career Services and Development

Nothing reflects the value of a Central Penn College education better than the success of our graduates. Central Penn's Career Services Center is a valuable resource for landing their first job or launching a new career. With every Central Penn College student completing an internship or a capstone project, this Center needs:

- State of the art resources to coordinate these programs for our 1,000+ students
- More sites and partners for experiential learning

CENTRAL PENN COLLEGE

MASTER OF PROFESSIONAL STUDIES DEGREE PROGRAM

- Organizational Leadership
- Financial Analysis
- Healthcare Management
- Organizational Development

BACHELOR OF SCIENCE DEGREE PROGRAMS

- Accounting
- Business Administration
- Business Administration with a concentration in:
 - Banking & Finance
 - Healthcare Administration
 - Human Resource Management
 - Management
 - Marketing
- Corporate Communications
- Criminal Justice Administration
- Health Science
- Healthcare Management*
- Homeland Security Management
- Information Technology
- Legal Studies
- RN to BSN*

ASSOCIATE IN SCIENCE DEGREE PROGRAMS

- Accounting
- Communications
- Computer Information Systems
- Criminal Justice
- Entrepreneurship & Small Business
- Marketing
- Paralegal

ASSOCIATE IN APPLIED SCIENCE DEGREES

- Medical Assisting
- Occupational Therapy Assistant
- Physical Therapist Assistant

POSTSECONDARY CERTIFICATE PROGRAMS

- Applications Development
- Bookkeeping
- Computer Networking and Security
- Digital Media Strategy
- Entrepreneurship and Small Business
- Homeland Security Management
- Human Resource Management
- Marketing Management
- Medical Assisting Diploma
- Medical Billing and Coding
- Optometric Technician
- Organization Change Management
- Phlebotomy Technician
- Surgical Technician

POST-BACCALAUREATE CERTIFICATE PROGRAMS

- Healthcare Informatics
- Healthcare Management

* Degree completion program



Our Top **ACADEMIC** Needs In Dollars

Health Sciences Learning Laboratory
Building Renovation **\$1.2 million**

New Academic Scholarships for
High Priority Occupations **\$1 million**

Student Tech Package **\$875** Per New Student

Academic Classroom Upgrades **\$300,000**

Instructional Technology **\$650,000**

Campus Wi-Fi Upgrades **\$165,000**

Custom Workforce Development
Programs Design **\$18,000**

Scholarships for Continuing
Education Students **\$300,000** Annually

AI Student Engagement Software **\$25,000** Annually

New Academic Program
Start-Up Costs **\$15,000** Per Program

ATHLETICS

\$3 Million in Needed New Investments

Central Penn College is expanding its athletic programs to provide more opportunities to compete and build character while completing academic programs. Student athletes are vital to rebuilding the total enrollment profile of our college. Our athletes tend to have higher retention and graduation rates than nonathletes, and they build stronger ties to the institution for the long-term through their membership on sports teams.



Expansion of **USCAA** Division II Athletic Programs

Students want more sports teams at Central Penn College. Our plans through 2024 include the offering of these athletic programs:

Women

Softball
Track and Field
Cross Country

Men

Track and Field
Cross Country
Golf

Co-Ed

Cheerleading
E-Sports

Equipment and Uniforms to Compete

Transitioning to competitive collegiate sports means equipping each student athlete with uniforms and the gear they need to compete as Central Penn College Knights.

Recruiting Scholar Athletes

It takes resources and planning to recruit scholar athletes. It is one of the most fundamental building blocks we lack today. We will need these resources to secure full rosters for our teams now and in the future.

Recreational and Intramural Opportunities

Intramural & Community Sports

Basketball
Flag Football

Dodgeball
Sand Volleyball

Recreational Activities & Facilities

Basketball Court
Multi-Sport Court
Picnic Areas
Sand Volleyball Court

Student Fellowship Area
Swimming Pool
The Underground

Safer and More Reliable Transportation for Students

Cramming entire teams into school vans for away games is not ideal and frankly no longer possible. Team rosters for most sports are growing and demand us to develop a more strategic (and safer) approach to athlete transportation. Our students also want to attend games off campus to fill up the student sections with energy and school pride in support of their peers. The best solution for us will be an owned or leased 55-seat motorcoach that can be used for a variety of purposes and programs including for alumni, students, and athletes alike.

GO KNIGHTS!

Central Penn College lacks athletic facilities and practice fields on campus. That is why we have built relationships with our professional sports team partners to provide our student-athletes with **state-of-the-art facilities** until we are in the position to build our own.



The Harrisburg Senators organization and Central Penn College have entered into a partnership for the Knights to utilize FNB Field—home of the

Harrisburg **Senators**—as their home field. The organization provided the team with a locker room in the facility and the two organizations have partnered on youth-focused camps as well.



Harrisburg will be home to college soccer starting this fall, thanks to a new strategic partnership between Central Penn College and the **City of Harrisburg**. The

agreement allows Central Penn College's soccer teams to play their home soccer matches at Skyline Sports Complex on City Island.



Central Penn College and the **Harrisburg Heat** have entered into a strategic partnership to allow the professional soccer club to put down roots

in Summerdale on Central Penn College's campus. The Heat organization will partner with Central Penn Athletics to provide soccer clinics and other programming initiatives for high school and college players.



Our Top **ATHLETIC** Needs In Dollars

Safe and Reliable Transportation
to Competitions **\$140,000** Annually

Resources to recruit and retain
exceptional coaches **\$500,000**

New Uniforms and Training Gear
Per Athlete per season **\$1,100** Per Athlete

Expansion of E-Sports **\$24,000**

Facility Upgrades with Partners **\$50,000**

Start Up Costs for Softball **\$80,000**

Start Up Costs for All Other Sports **\$300,000** Phase I

College Pool Updates **\$20,000**

USCAA Membership Fees **\$8,000** Annually

Recruiting and Scouting
Scholar Athletes **\$1,000** Per Athlete

ATMOSPHERE

\$3 Million in Needed New Investments

Food and Fun on Campus

The Knight and Day Café is where anyone visiting or attending Central Penn College goes for a snack, beverage, or meal. This space is the heart and soul of student life, acting in many ways as our student union space. To meet the evolving needs of our campus, this space is in need of a redesign and overhaul. We wish to provide 24-hour quality food options for residential students. We need couches, streaming TVs, and systems to help them enjoy this great gathering space.

Student Housing *Innovative Scholarship*

Existing language used in marketing materials to describe this innovative scholarship that makes a CPC full-time residential bachelors degree the most affordable in the region. This scholarship is available for naming rights through a substantial, multi-year commitment.

Campus Apartments

When the Summerdale campus was constructed in 1970, our quad of apartments were among the first elements to be constructed. Now more than 50 years old, these buildings are in urgent need of upgrades to meet the living needs of students.

Student Gathering and Learning Spaces

Students utilize our newest building for its strong WiFi signal and proximity to classrooms for convenient study spaces. Without comfortable and adequate seating, they often spill into hallways and stairwells. It is time we provide them with quality tables and seating to ensure they can study alone or in groups in the place they like to gather.

Campus Mock Courtroom

The mock courtroom housed on campus is used for legal studies students as well as mock trial teams. The small space is in need of expansion as well as renovations to improve its quality given the high use this space receives by students as well as outside law firm partners that often rent the space for actual trial prep.

Campus Beautification and Safety

Our 58-acre campus is home to a wide variety of landscapes, hardscapes, and spaces for gathering. Students want to take advantage of the serenity of campus while socializing or studying outdoors, but we lack the resources to provide simple assets like benches, chairs, and grills. Additionally, paving and walkways are in need of maintenance and more lighting and call boxes across campus could further enhance safety for all who visit campus morning, noon, and night.

FREE HOUSING SCHOLARSHIP

At Central Penn College we don't have cramped dorm rooms. Our housing options include **newly renovated** Super Suites and apartments. These real-world living arrangements provide the benefits and responsibilities of adult life – all while allowing students to have fun and make new friends. Providing a safe, welcoming, and supportive environment for living and learning is our number one goal.

“Affordability is something that most college students struggle with. For our students, it usually takes an entire family's effort to put them through college. And the truth is, a lot of families can't afford to do it, even when they want to. So, being able to have an affordable housing scholarship that allows our students to live on campus for FREE is something they only dreamed would be a reality.”

– **Linda Fedrizzi-Williams, EdD, MA**
President of Central Penn College



Our Top **ATMOSPHERE** Needs In Dollars

Knight and Day Café Renovations	\$30,000 Phase II
24-hour Quality Food Vending	\$45,000 Phase I
Student ID Upgrades for Purchasing	\$20,000
CPC Health Center Services	\$60,000 Annually
Student Lounge “The Underground” Improvements	\$20,000
Law Library	\$90,000 Annually
Mock Trial Classroom Renovations	\$18,000
Student Apartment Housing Unit Renovations.....	\$200,000 per building (4 requiring renovations)
Outdoor seating	\$12,000
Lighting and Safety Across Campus	\$20,000

WAYS TO **GIVE** centralpenn.edu/giving

Online:

Make a one-time or recurring online gift to the Central Penn College Education Foundation fund of your choosing at **centralpenn.edu/giving**.

Phone:

Contact **Sandra Box** at 717-728-2263 to discuss your gift options or process your donation.

Check:

Make your check payable to "Central Penn College Education Foundation" and mail to:

ATTN: ADVANCEMENT OFFICE
600 Valley Road
PO Box 309
Summerdale, PA 17093

Corporate Matching Gifts

Central Penn College encourages and accepts corporate matches of your generous gifts. Be sure to include the name and contact information of your employer with your gift.

Memorials and Tributes

If you wish to honor a family member, pay tribute to a friend, or commemorate someone who inspired you, Central Penn College accepts donations in memorial or tribute to specific individuals or businesses. There are also permanent naming opportunities for facilities, scholarships, and endowments.

“I am asking you to help us expand the impact we have on students in this region. We serve an incredible body of students. And with your support, we’re going to be able to change the lives of even more local students.”

– Linda Fedrizzi-Williams, EdD, MA President of Central Penn College



Planned Giving

Some of the most transformational gifts in the history of philanthropy have come in the form of a bequest contained in a person’s will or revocable (living) trust. Other types of planned gifts—including gift annuities, charitable trusts, gifts of life insurance, retained life estates, and various revocable or irrevocable gift agreements—will create an enduring history and bright future for Central Penn College.

To learn more about planned giving options, email sandrabox@centralpenn.edu or call (717) 728-2263.

Gifts of Stocks

A gift of appreciated securities is one of the easiest ways to increase your support for Central Penn College and make a tax-smart contribution.

*Please contact **Sandra Box at (717) 728-2263 or via email at sandrabox@centralpenn.edu** for instructions on transferring Stock Certificates.

Gifts from your IRA (also known as Qualified Charitable Distributions)

Visit **centralpenn.edu/giving** for information about donating gifts via your IRA.

*Please consult with your tax advisor before making any financial decisions. Nothing in this communication is intended to constitute legal or tax advice.

Your Charitable Gift

Contributions to Central Penn College Education Foundation (a 501 (c) (3) organization), are eligible charitable donations on your Federal Income Tax Return. You will receive an acknowledgment indicating that no goods or services were provided in consideration of your contribution.



600 Valley Road
P.O. Box 309
Summerdale, PA 17093

centralpenn.edu



CENTRAL PENN
COLLEGE