

# POINT PARK UNIVERSITY

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## Point Park charts bold path forward with innovative strategic plan – Pioneer Vision 2030 – shaping the University’s future

**PITTSBURGH, PA** – Point Park University is embarking on a bold new vision with its next strategic plan, Pioneer Vision 2030. The plan leverages the University’s strengths, including its focus on and commitment to experiential learning, as it looks to build out a cultural corridor on its side of Downtown that connects with the Cultural Trust.

The plan envisions the building of a Community Events Center and mixed-generational housing, including artists in residence and Pittsburgh Scholar House families.

“Point Park can be the catalyst of Renaissance III in Pittsburgh and the region,” said Dr. Chris W. Brussalis, President of Point Park. “No other institution is better situated than a vibrant, growing university to be the catalyst and driver of regional economic development through collaboration with the public, private, and philanthropic sectors.”

Experiential learning has long been a core principle at Point Park. The University already maintains the most expansive [co-op program](#) in the region, where a student can get paid to work a full-time job while earning credits toward their degree.

“Point Park has spent years building important partnerships with employers in the private, nonprofit, and government sectors, and we are actively out there meeting with people to strengthen what we have and build even more,” Brussalis said. “Being Downtown has always been a competitive advantage we have embraced – it provides so many opportunities for our students to benefit from experiential learning. Downtown is our campus.”

Also part of the plan is the development of a new Institute of Community Engagement, which would expand on the community service work already being done at the school, while facilitating new experiential learning opportunities for students and faculty.

“We have people here doing wonderful work in the community, and we see further opportunities to make an enormous impact,” Brussalis said.

While expanding Point Park’s role in the region is a critical piece of Pioneer Vision 2030, Brussalis said the other necessary component is improving the student experience.

“That means focusing on dynamic, in-demand programs that are attractive and relevant, so our students are prepared and sought after to enter the workforce after graduation,” Brussalis said. “But we also want to make sure they have a sense of community while they are with us, and we want them to remain a part of our community after they graduate.”

Pioneer Vision 2030 has been in development by the University for 18 months. It focuses on six strategic initiatives – three drivers and three enablers.

## Drivers

- **Program excellence:** A commitment to industry- and community-immersed programs that leverage the strengths of an urban setting and offer unique student experiences.
- **Student experience:** Establish and nurture an inclusive learning environment that celebrates diversity and belonging and supports students to perform at the highest level.
- **Community engagement:** Address societal challenges through the exchange of ideas and experiences, through the sharing of talent and knowledge, and as thoughtful stewards of physical resources.

## Enablers

- **Growth:** Cultivate and accelerate growth in areas of success by leveraging strengths and developing people, infrastructure, and facilities.
- **Advancement:** Promote the University and create a culture of philanthropy that facilitates and advances institutional sustainability.
- **Capacity:** Ensure that we have the best talent, resources, and infrastructure to deliver our promises and vision.

“This is a transformational plan that positions Point Park to be a leader in our Downtown Pittsburgh community and the region at large,” Brussalis said. “We will be a force for growth, change, and revitalization, and we will aggressively seek out partnerships to facilitate this important work.”

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*Point Park University, immersed in the heart of Downtown Pittsburgh, focuses on student success through innovative experiential learning opportunities. Point Park enrolls about 3,300 students in over 100 undergraduate, master’s and doctoral programs offered through its Conservatory of Performing Arts, Rowland School of Business, and schools of Arts and Sciences, Communication, and Education. The University’s alumni and students represent all 50 states and 34 countries around the world. Visit [PointPark.edu](http://PointPark.edu) to learn more.*