



Strategic Assumptions

Strategic Agenda

Jackson College has created a 'strategic agenda' versus a 'strategic plan' for the College, in order to provide for a continuous and evolutionary framework in moving forward toward the future. Increasingly, technology, competition, politics and financial realities suggest that a traditional '3-5' plan is viable, but rather agility amid a changing context of opportunity and threat is preferred for our organization.

Relatedly, in framing a Strategic Agenda for Jackson College, key assumptions are part of the convention and framework for the future and must be declared. To the degree possible, these assumptions must be validated and accepted.

To that end, the following assumptions are acknowledged:

- The highest priority of Jackson College is to satisfy the customer by providing quality programs and services that lead to improved competencies of the customer and a concomitantly positive experience in the acquisition of said competencies;
- Higher education is now perceived as a 'private good' versus a 'public good' and as such is increasingly funded by, and for, the individuals who receive the benefit;
- As currently constructed, the business model at Jackson College is neither sufficient, nor sustainable in the long-term;
- Higher education is, through market pressures, increasingly commoditized with the acquisition of credit increasingly fungible;
- There is significant and rising competitive intensity for diverse and qualified talent;
- The current spectrum of instructional and learner roles are evolving;
- Pursuits of education and training, in traditional archetypes and conventions, are increasingly suboptimum for the consumer;
- Ignoring the potential of a global ecosystem of customer supply and demand will have long-term consequences on the organization; and
- Our environment is increasingly litigious, demanding of accountability and desirous of enhanced civility and equity.