

“When we first contacted Performa, we were interested in developing a strategy to integrate financial goals with a new strategic campus plan. Performa focused on Clarke and gave us the opportunity to find ourselves and forge ahead with great gusto, all while appreciating the culture we already had. They created a comfortable, yet challenging environment that profoundly impacted the institution. Performa really knows private higher-ed.”

Dr. Catherine Dunn, BVM

PRESIDENT,
CLARKE COLLEGE
DUBUQUE, IOWA



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Challenge >>>

When Catherine Dunn, President of Clarke College, first contacted Performa, she was interested in integrating the institution's financial goals and capital asset decisions with a new campus master plan. However, it soon became apparent that these goals needed to be looked at more holistically in relation to: institutional identity, curriculum changes, and marketing. Clarke College identified these critical campus challenges and took immediate action.

Solution >>>

Performa's partnership with Clarke began with a strategic plan that aligned the College's financial resources with its strategic goals. With this strategic plan in place, the PerformaNCE process encouraged continued high standards of academic excellence and created strong fund-raising strategies. In addition, a campus master plan was developed and first implemented through a new student center and additional student housing.

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HIGHER EDUCATION

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