

Strategic Plan

2024-2030



AMERICAN
FARM SCHOOL
THESSALONIKI

Thessaloniki, 2024

① Perrotis College

Building the future - Reinventing Perrotis College

Current landscape

Perrotis College, a division of the American Farm School, was founded in 1996 through an endowment from Alikis Perrotis in order to offer higher education programs for careers in the food and agricultural industries. In 2007, through a partnership with the Cardiff Metropolitan University, the College began offering B.Sc. degrees. The College received U.S. accreditation from the New England Commission for Higher Education (NECHE) on April 21st, 2023. In Greece, private colleges are not recognized as Higher Education Institution entities. However, the Greek government is planning to recognize them as degree-awarding bodies. Perrotis College is called to respond to evolving national policies and trends in education, technology, and workforce demands for a sustainable operation.

The strategy

We aspire to build capacity for sustainable success in the challenging environment of private colleges in Greece. This will be done through prioritizing the increase of student enrollment of Bachelor of Science (BS) and Masters (MS) students as well as the increase of student population diversity, explore new opportunities to expand our academic offerings, prepare to respond to emerging legislation on non-state university recognition, and increase our visibility nationally and internationally. In order to achieve this, in the next five years, we set the following goals:

- **Goal 1 | Non-state university:** prepare an in-depth assessment to the benefits of Perrotis College becoming an accredited non-state university according to anticipated Greek Law by the end of 2024.
- **Goal 2 | Visibility:** increase substantially brand awareness activities (e.g. print and online advertising campaigns, participation in international recruitment fairs) by tripling, at a minimum, the annual communications budget with the aim to engage new audiences (nationally and internationally) and re-target existing constituents.
- **Goal 3 | Student population:** increase student population by forty percent (40%) by the launch of the 2030 academic year, bearing in mind our diversity goals.
- **Goal 4 | Academic programs:** explore new popular and in high demand academic offerings, and modify/update existing academic offerings, including the Study Abroad program, to appeal to current and developing market needs.
- **Goal 5 | Junior College (*Initial and Continuing Post-secondary Professional Education*):** enhance its curriculum through new programs, student mobility and extracurricular offerings to improve digital and "green" skills acquisition. Train faculty and recruit instructors with expertise in modern agricultural technologies, and foster partnerships with agricultural technology companies, educational and research institutions, and government agencies, locally and internationally.
- **Goal 6 | Innovation and research:** Actively pursue corporate and academic partnerships and/or sponsorships in order to establish Perrotis College, in collaboration with other AFS departments, as an innovation hub offering research and "real-world" trials of added value solutions for the agri-food sector.