

2020-25 Strategic Goals and Objectives

- **GOAL 1: Student Access and Success**

- OBJECTIVE 1.1: Improve Academic Advising
- OBJECTIVE 1.2: Student-driven Scheduling
- OBJECTIVE 1.3: Improve Academic and Non-academic Support Services

- **GOAL 2 Relevant and Innovative Education**

- OBJECTIVE 2.1: Relevant Programming
- OBJECTIVE 2.2: Experiential Learning
- OBJECTIVE 2.3: Collaboration and Civility
- OBJECTIVE 2.4: Shared Governance
- OBJECTIVE 2.5: Portability of Courses
- OBJECTIVE 2.6: Coordinated Partnerships

- **GOAL 3: Create a Student-focused Environment**

- OBJECTIVE 3.1: Comprehensively Assess the Campus from a Student-focused Perspective
- OBJECTIVE 3.2 Align Organizational Structure
- OBJECTIVE 3.3 Develop New Training and Professional Development Practices
- OBJECTIVE 3.4 Adapt the Physical Environment
- OBJECTIVE 3.5 Diversity, Equity, and Inclusion: Create a culture of Diversity, Equity, and Inclusion to assure that everyone (students, employees, visitors) who comes on campus feels a sense of belonging.

2020-25 Strategic Planning Work Completed or Partially Completed

- ❖ **Almost half** of the tactics in the strategic plan at least partially completed
- ❖ Major accomplishments since the last update to the Board of Trustees (May 2022):
 - ❖ Significant progress toward improving academic advising, creating academic pathways, developing a First Year Experience to implement in Winter 2023
 - ❖ Tied to a recent award of grant funds from the Detroit Drives Degrees Community College Collaborative (D3C3) and Title III.
 - ❖ **Major area of focus at upcoming 2023 HLC visit**
 - ❖ Progress on developing standardized minimum elements of Brightspace courses
 - ❖ Governance Evaluation Committee (GEC) identified need to conduct comprehensive training on Council Model of Shared Governance
 - ❖ Town Hall training scheduled for beginning of Winter 2023
 - ❖ IR office developed an electronic process for submitting items through Shared Governance (being reviewing by GEC for future training)
 - ❖ Instructional area and Registrar/Admissions conducted a comprehensive assessment of courses and curricula that support coordinated partnerships; identified opportunities to expand programming
 - ❖ Registrar/Admissions identified current and potential partnerships for articulation, direct college, and dual enrollment opportunities
 - ❖ Deans making significant progress on comprehensively reviewing all occupational programs to make recommendations
 - ❖ The Diversity, Equity, and Inclusion Task Force comprised of faculty and staff has engaged students in the process of naming and programming the new student space (Safe Space) in the Warrick Student Center. The Safe Space: A Multicultural Student Center is frequently utilized by students and there are ongoing discussions regarding student-led initiatives and programming.
 - ❖ In November 2022, MCCC and Monroe Community Mental Health Authority officials announce a partnership between the two organizations to provide mental health screenings and referrals to students on MCCC's Main Campus four days per week. Coordination of mental health screening, referrals, crisis prevention and intervention, and advocacy, as well as linking to resources including counseling and therapy, health services, financial assistance, housing, social services, and other services and natural supports.

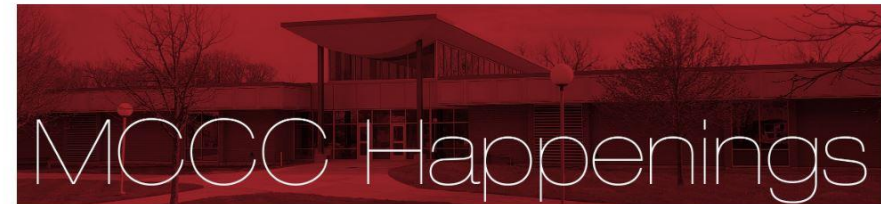
2020-25 Strategic Planning Work Completed or Partially Completed

- ❖ A number of initiatives have been implemented that resulted from the college's **Process Mapping the Student Experience Project**, which was completed in the late 2021 and 2022 in conjunction with SEM Works and a direct result of tactics 3.1a, Comprehensively assess the campus from a student-focused perspective, and 3.1b Process map the student experience to identify key services, processes and physical environments to ensure that they are student-focused.
- ❖ Examples include:
 - ❖ External wayfinding signage project (installation to be finalized by end of November/early December)
 - ❖ Capturing and qualifying inquiries through CRM (Constituent Relationship Management) system (TargetX/Salesforce Platform).
 - ❖ Developed and implemented audience-based communications flows to inquiries, applicants and admitted students through the CRM to close communications gaps; a system is now in place for regular and consistent messages.
 - ❖ Electronic submission of admissions applications through CRM for general and special admissions.



2020-25 Strategic Planning Work Completed or Partially Completed

- ❖ Prospective students and guests are now pre-registering for recruitments events and open houses online via the CRM and are now being tracked and further recruited (Examples, Video Game Day Open House, Cybersecurity Month Open House); events can be tracked and analyzed for effectiveness based on inquiries generated, matriculation, costs, etc.)
- ❖ Streamlined and reduced emails to students by implementing new “MCCC Happenings” Newsletter that goes out monthly and is supplemented with “events” emails that direct students to all the upcoming events listed on the college website
- ❖ Integrated a compelling value proposition(s) into communications and marketing collateral, where appropriate: This is happening through the launch of MCCC’s new “Every Passion has a Pathway” Branding/Enrollment Campaign.



August 2022

Upcoming Events

[VIEW ALL MCCC UPCOMING EVENTS](#)

How to Succeed in College

If you are new to MCCC, welcome, and if you are a continuing student, welcome back. The first days of the fall semester play an integral part in how the rest of the year may go. Here are a few suggestions to start the year off right.

1. Take the time to get to know your faculty. Your faculty are your best resource for success and they want you to succeed. No one knows how to succeed in a course better than the professor. All faculty have office hours; utilize this time to introduce yourself, ask questions and find out more about their professions.
2. Get involved, join a [club](#), participate in college activities, and form a study group.



Key Performance Indicator Dashboards

- ❖ The IR office aligned college's Key Performance Indicators (KPIs) with strategic plan (**dashboards soon to be available**):
 - ❖ Student Demographics/Enrollment (presented in October 2022 as Student Profile Report)
 - ❖ Student Progress
 - ❖ Student Performance
 - ❖ Student Satisfaction/Engagement
 - ❖ To come:
 - ❖ Employee Demographics
 - ❖ Employee Engagement
 - ❖ Physical and Financial Indicators

2020-25 Strategic Planning Tactics with Extended Timelines

❖ Instruction

- ❖ Student choice modality option
- ❖ Structured online pathways development
- ❖ Expansion of experiential learning opportunities
- ❖ Analysis of course transfer inventory to top 4 transfer partners
- ❖ Gap analysis of articulation agreements
- ❖ Review and align general education requirements with Michigan Transfer Agreement

2020-25 Strategic Planning: HLC Visit Prep/Communication

❖ Assurance Argument Workshop – November 10

❖ Feedback on Assurance Argument Draft for Criterion 5C.

- ❖ Criterion 5C is: The institution engages in systematic and integrated planning and improvement. 1. The institution allocates its resources in alignment with its mission and priorities, including, as applicable, its comprehensive research enterprise, associated institutes and affiliated centers. 2. The institution links its processes for assessment of student learning, evaluation of operations, planning and budgeting. 3. The planning process encompasses the institution as a whole and considers the perspectives of internal and external constituent groups.
- ❖ For 5.C, MCCC is expected to confirm that the strategic plan has been completed, that the KPIs have been developed, including measures specifically adopted to address Core Component 4.C (The institution demonstrates a commitment to educational improvement through ongoing attention to retention, persistence, and completion rates in its degree and certificate programs.), and that the data is being reviewed and acted upon at least annually.

❖ Communication

❖ Strategic Planning Committee is developing:

- ❖ Updated, streamlined Strategic Plan document that will categorize tactics by progress (Complete, In-progress, Forthcoming) with infographics to indicate all progress to date from 2020-2022.
- ❖ Communication plan for continued communication with stakeholders on the Strategic Plan

2020-25 Strategic Planning: Upcoming

❖ Evaluation of 2020-25 Strategic Plan and Development of the Next Plan (2026-2030)

- ❖ We are nearing the midpoint of the current strategic plan and must begin to focus not only on completing the current plan but developing the next one.
- ❖ In the next two years, we must:
 - ❖ Review Mission, Vision and Values once again
 - ❖ Develop plan for evaluation of 2020-25 Strategic Plan
 - ❖ Develop 2026-30 Strategic Plan (covering 2025-26, 2026-27, 2027-28, 2028-29, 2029-30) by **January 1, 2025** so that it can be used in the development of the **2025-2026 budget**.

www.monroecc.edu/strategic-plan