

2014 – 2018 Strategic Plan

Foundations

Mission

We partner with students in imagining, believing, and achieving their goals.

Vision

We commit to providing relevant learning by responding to evolving student and community needs.

Values

The individual; Learning; Excellence; Integrity; Innovation; Community

Strategic Focus

Optimize strategies to increase student access and full-time enrollment.

Summative Measure: Increase proportion of full-time enrollment 1% annually.

Key Strategies

Develop and implement student support mechanisms that partner with students to confront and overcome educational barriers.

Develop and implement best practice strategies that support student persistence.

Develop and/or redesign programs in Career-Tech-Ed disciplines to better serve student needs.

Streamline and maximize efficiency with the electronic delivery of curriculum (utilizing hybrid, WebEx, and interactive video).

Key Performance Measures

Increase enrollment of underserved population of recent high school graduates by 1%.

Attain the CCCS fall-to-fall retention rate for full-time and part-time students.

Develop a minimum of one new program.
Enroll an average of 12 students in new programs.

Exceed the Colorado Community College Distance Education enrollment rate.

Annual Activities*

- Faculty visits to Morgan County high schools.
- MCC/CSU meetings with parents of underserved.
- Align marketing materials.
- Develop short videos.
- Pursue grant opportunities.
- Partner w/ One Morgan County
- Create ELL Support System

- Maintain/Update binder for HS Advisors.
- Implement Financial Aid Media Clips.
- High School visits by faculty & Centers.
- Mentoring programs.
- Implement Smart Sched.
- Centers Day.
- MCC Career Fair.
- Implement EAB Navigate.

- Seek funding opportunities to support new program needs.
- 1 Yr. Marketing Plan
- Continue to develop new and/or redesign programs (see addendum for list).
- Explore BAS Degrees.

- Explore interactive video instructional delivery options.
- Maximize classroom efficiency by reaching a larger audience with the need for fewer faculty/instructors.

*See Strategic Plan Addendum for details regarding annual activities.

Measure	2013-14 Baseline	2014-15 Target	2014-15 Actual	2015-16 Target	2015-16 Actual	2016-17 Target	2016-17 Actual	2017-18 Target	2017-18 Actual
Strategic Summative Measure									
Increase proportion of full-time enrollment 1% annually. ¹	23.0%	24.0%	22.4%	23.4%	22.7%	23.7%	22.2%	23.2%	
Strategic Key Performance Measures									
Increase enrollment of underserved population of recent high school graduates by 1%. ²	23.7%	24.7%	23.9%	24.9%	25.5%	26.5%	31.20%	32.2%	
Attain the Colorado 2-year fall-to-fall retention rate for full-time and part-time students. ³	46%	54%	58%	53%	69%	54%	63%	N/A	
Develop a minimum of one new program.. ⁴	<i>Not Applicable</i>			3	5	1	1	1	
Enroll an average of 12 students in new programs. ⁵	<i>Not Applicable</i>					12	6	12	
Exceed the Colorado Community College Distance Education enrollment rate. ⁶	23%	23%	16%	24%	25%	23%	28%	N/A	

Data Sources:

1 SURDS (FT HC/Total HC)

2 Cognos SPT Report

3 CDHE Retention Report

4 MCC Instructional Office Report

5 MCC Tally (Avg. enrollment in new program courses)

6 IPEDS (Headcount of students enrolled in any distance ed)

Measure accomplished
Measure is partially accomplished
Measure not accomplished
N/A = Data not available

2017-18 Strategic Plan Addendum

This document aims to provide details and clarification on the 2017-18 annual activities outlined in the MCC Strategic plan. It includes details about activities and, where appropriate, the individual or work group responsible for carrying out the activities.

**The most recent update regarding each activity is provide in red under the activity.*

Key Strategy	Annual Activity	Assigned to*
Develop and implement student support mechanisms that partner with students to confront and overcome educational barriers.	Faculty visits to Morgan County High Schools. <i>11/1/17 – Visits to Morgan County high schools are occuring.</i>	VPI/DI
	MCC/CSU meetings with parents of underserved. <i>9/5/17 – Parent meetings will continue through partnership in conjunction with MCSD. The school district wants to continue with the parent meetings, but want to include all parents. Efforts are focusing on not duplicating efforts. Rena Frasco is the primary contact at MCSD.</i>	EOC
	Align marketing materials.	Marketing
	Develop short videos: Approval has been granted to use Innovation Funds to create program videos. <i>11/1/17 – Videos are complete and posted to program webpages. Marketing has copies for us as needed. 9/5/17 - Filming last two programs next week (9/19/17). Business video draft has been viewed, returned for minor edits. Other drafts expected to come soon.</i>	Marketing
	Pursue grant opportunities. <i>11/1/17 – We will apply for Coors grant in March instead of November. 9/5/17</i> <ul style="list-style-type: none"> <i>• Wells Fargo (\$1,000) – Supporting COSI scholarships.</i> <i>• Department of Human Services (\$110,000) – Refugee Services. \$2.70 per student per hour of service (17-18).</i> <i>• MCC is also looking at a grant with the Coors Foundation through the Wray Center to help with high school to college programs. This grant will close November 1. The school will have more information on specifics by the end of September.</i> <i>• The college is looking at Title V. More information will be available in the spring.</i> 	Grant Writer
	Partner with One Morgan County. <i>9/5/17 – Family Night Potluck is being planned at the OMC Pop-up Community Center during the week of September 14. This will be the first in a planned set of community meetings and will cross-promote activities with MCSD.</i>	EOC
	Create a support system for English Language Learners. <i>9/5/17 – Faculty member assigned to this project with release time. Using faculty and student tutors.</i>	Instruction

Develop and implement best practice strategies that support student persistence.	Maintain and update binders for high school advisors. <i>9/5/17 - Completed</i>	Marketing, Admissions, Centers
	Implement Financial Aid Media clips. <i>9/5/17 – Some clips are up on the website:</i> http://www.morgancc.edu/get-started/financial-aid/other-resources/ .	Financial Aid
	High School visits by faculty and Centers: Kathy Frisbie will check on the status of faculty visiting high schools next year.	VPI/DI
	Mentoring programs: The Instructional Council is taking the lead on creating a mentoring program for students. The health occupation students are currently mentoring HST students.	Instructional Council
	Implement multi-year “smart schedule”	Instructional Council
	Centers Day (bus students to Fort Morgan campus) <i>11/1/17 – Centers day occurred with 18 students and 2 advisors from two schools participated.</i> <i>10/2/17 –October 25th, 9:30-2:30, Students will visit with faculty to learn about programs and resources. Kim Maxwell will be coordinating event.</i>	Centers
	MCC Career Fair: Fall semester	Jeff Coon
	Implement EAB “Navigate” enrollment management software (CCCS initiative) <i>11/1/17 – EAB Navigate is now in the onboarding stage. EAB staff indicated that despite a deadline setback, MCC’s implementation timeline is still on time.</i> <i>9/5/17 – EAB is coming to campus on Sep. 7th to meet with build teams (Onboarding, Academic Planning, Advising, and Communication) to begin implementation process.</i>	MLT
Develop and/or redesign programs in Career-Tech-Ed disciplines to better serve student needs.	Seek funding opportunities to support new program needs as they arise. <i>9/15/17</i> <ul style="list-style-type: none"> <i>El Pomar (\$5,000) – Scholarships for students looking to further their careers in business.</i> <i>Five potential new programs: Lineman, Precision Ag, Cybersecurity, Culinary Arts, and Fermentation Sciences. MCC will seek funding for new programs when viable.</i> 	Grant Writer
	Design and implement a 1-year marketing plan. <i>9/5/17 - Completed for FY 18</i>	Integrated Marketing
	Continue to develop new programs <i>For 2017-18, multiple new classes, certificates, programs and program re-designs are in various stages of discussion/planning, including PTA, Multimedia, Real Estate, Drone, Precision Ag, EDU teacher re-certification classes, Law Enforcement AAS, Cybersecurity, Fermentation Science, Lineman School, and BAS degrees.</i>	VPI
	Explore new BAS Degrees	VPI
Streamline and maximize efficiency with the electronic delivery of curriculum (utilizing hybrid, WebEx, and interactive video).	Explore interactive video instructional delivery options.	Instructional Taskforce
	Maximize classroom efficiency by reaching a larger audience with the need for fewer faculty/instructors.	VPI

* Key:

- MLT – Management Leadership Team (President and Vice Presidents)
- VPAF – Vice President for Administration and Finance
- VPI – Vice President of Instruction
- VPSS – Vice President of Student Success
- DI – Dean of Instruction
- SPT – Strategic Planning Team
- IC - Instructional Council
- EOC – Educational Opportunity Council