



Strategic Plan 2010-2013

Visions and Goals

**Approved by the
MCCC Board of Trustees
May 27, 2010**



STRATEGIC PLAN 2010-2013

Strategic Vision I: Excellence and vitality in teaching and learning

The college prepares all students for academic, professional and personal success. It provides a stimulating learning environment that offers multiple approaches to learning and helps all students realize their unique potential. The college's broad range of programs engages students through challenging curricula that respond to an ever-changing world.

Vision I Goals

- I. 1. Develop an Educational Master Plan (EMP) that ensures innovation in educational programs consistent with the needs and expectations of a 21st century global economy
- I. 2. Emphasize a 21st century global curriculum across the disciplines, including a core focus on integrating science, technology, engineering and mathematics (STEM)
- I. 3. Improve student outcomes for underprepared students based on institutional commitment and leadership, data-driven performance measures, innovation and best practices
- I. 4. Promote and support faculty development to use best practices in methodologies in the classroom, including instructional technology for teaching and learning
- I. 5. Provide increased faculty development and inclusion in divisional activities for adjunct faculty to enhance teaching and learning
- I. 6. Design and/or redesign current programs to offer milestones of continued success along professional and career pathways; i.e. non-credit, credit, certificates, transfer and capstone associate degrees and beyond
- I. 7. Design workforce development, both credit and non-credit, to allow students the opportunity to use their credentials toward continued educational and training programs
- I. 8. Enhance and expand distance learning through growth and development of The Virtual College
- I. 9. Develop and incorporate virtual classrooms and centers of learning utilizing modeling and simulation technologies
- I. 10. Foster a student-centered and innovative learning environment for all students in order to address multiple learning styles such as those with differentiated abilities and experiences
- I. 11. Transform the James Kerney location into a Middle States Commission on Higher Education (MSCHE) accredited campus with program offerings that meet the economic and social needs of the urban community and provide dynamic career opportunities



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Strategic Vision II: An inclusively welcoming and nurturing college, focused on student engagement & success

The college welcomes all potential students, recognizing and addressing all student concerns and needs as it seeks to promote student learning, academic success and overall well-being.

Vision II Goals

- II. 1. Develop and implement a Retention Master Plan supporting student learning that uses data to track student persistence and to identify barriers to success
- II. 2. Strengthen collaboration and partnerships with businesses, community leaders and community organizations to enhance student opportunities through networking and job placement
- II. 3. Strengthen collaboration and partnerships with K-12 districts to include dual enrollment, pre-college programs, curriculum and articulation agreements, and community outreach
- II. 4. Implement best practices that ensure a welcoming environment that is open and respectful to all
- II. 5. Empower students for leadership, lifelong learning and global citizenship

Strategic Vision III: Research, planning and assessment that ensure institutional effectiveness

The college creates and sustains a culture of assessment and evidence-based planning for improvement in all academic programs, student services and administrative functions. It supports effective teaching and learning, student achievements, excellence in educational service areas, and improvement in professional and process development. Planning and decision-making are characterized by data driven analyses and goal directed purposes.

Vision III Goals

- III. 1. Create a system and develop compliance standards so all programs and departments complete annual program data reviews to assess effectiveness and develop plans and budgets for the future
- III. 2. Measure progress in all departments and at all levels against national, state, local or institutional standards/benchmarks
- III. 3. Establish a central, electronic idea bank into which deposits of innovative ideas are made and from which best practices and research are withdrawn



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III. 4. Ensure that ideas, best practices and research are integrated into planning processes with appropriate budgetary considerations

III. 5. Support assessment with appropriate leadership and staff so that there is a system for documentation and analysis that leads to achieving student success

Strategic Vision IV: Institutional resources for emerging educational needs

The college effectively and efficiently supports student learning through excellent staff, facilities, and technology and ensures the necessary financial base to continuously develop these resources.

Vision IV Goals

IV. 1. Implement the Trenton Vision by renovating and expanding the Trenton location to be an educational hub for the capital region

IV. 2. Partner with internal and external stakeholders to increase financial resources by implementing a successful capital campaign

IV. 3. Educate faculty and staff to work with grants staff as key participants to propose ideas and collaborate on potential projects in order to secure additional grant funding and implementation

IV. 4. Implement the initial phases of the Facilities Master Plan and develop a timeline to upgrade current building infrastructure and construct new, sustainable and technologically advanced facilities in support of a creative teaching and learning environment

IV. 5. Create an innovative learning environment that provides cutting-edge technology such as mobile teaching tools, state-of-the-art classrooms, labs and virtual classrooms; include training for faculty and staff that ensures efficient and effective use of new technology

IV. 6. Replace Integrow with an information system that supports the current and emerging academic and administrative needs of the college

IV. 7. Create a human resources development plan

IV. 8. Enhance revenue growth opportunities with multiple campus divisions, including but not limited to Organization Development and Community Programs (ODCP), Conference Center, dining services, print shop, recreational facilities, WWFM, MCTV, and Kelsey Theatre



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Strategic Vision V: A college culture marked by celebration of diversity, effective communication and institutional pride

The college maintains a community culture that embraces the values and experiences of staff, students and all those potentially served by the institution. Communication within this diverse community utilizes a variety of modes that operate top-down, bottom-up and laterally, and reaches all individuals affected.

Vision V Goals

- V. 1. Celebrate and promote diversity and understanding through activities, academic programs, and curriculum infusion
- V. 2. Partner with community groups to support a nurturing environment that is known for acceptance and diversity
- V. 3. Support a “one college” culture that embraces diversity and inclusion
- V. 4. Identify and communicate college-wide opportunities to faculty, staff and students to participate in college initiatives and activities, using multiple media such as an electronic bulletin board

Strategic Vision VI: Community engagement, outreach and partnerships

The college reaches out to employers, organizations and individuals and establishes partnerships and collaborations that improve learning and services for learners throughout the community.

Vision VI Goals

- VI. 1. Strategically provide leadership in actions, resources, contributions and collaborations that improve and enhance the Mercer County region
- VI. 2. Actively engage and energize an alumni and friends association
- VI. 3. Ensure youth programs will serve as educational pathways for pre-college students in Mercer County, especially from the Trenton community
- VI. 4. Provide students with on-campus options through the University Center for baccalaureate and graduate programs in dedicated facilities



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VI. 5. Promote and support students, faculty and staff to serve as ambassadors in marketing the value of MCCC programs and services through interaction with all community stakeholders, supported by coordination with appropriate departments

VI. 6. Increase public/private partnerships to garner entrepreneurial, educational and wellness opportunities

Strategic Vision VII: Marketing programs and services to a diverse and dynamic community

The college vigorously and persistently markets the value of its programs, services and staff. The college promotes particular services after assessing the needs of the designated target audiences.

Vision VII Goals

VII. 1. Integrate existing and emerging technologies in marketing initiatives for recruitment and retention of current and potential students with attention to target audiences

VII. 2. Increase visibility and recognition of the college's brand (college symbols, logo, information, image) to internal and external constituencies

VII. 3. Utilize internal resources, especially telecommunication, college TV station, and college radio station, for marketing