Table of Contents

2 Mission, Vision, Values

3 Planning Process

4 Strategic Plan

5 Next Steps

6 Planning Committee
Mission

MACC provides dynamic and accessible educational opportunities that empower our students and enrich our communities.

Vision

MACC will be a dynamic institution noted for academic excellence, accessibility, innovation, and service to students and the community.

Values

Learning - quality instruction, student-focused, supportive environment, lifelong process
Excellence - high standards, continuous improvement, innovative
Access - affordable, convenient, flexible, available to all
Diversity - welcoming, inclusive, equitable, safe, respectful, unique
Integrity - honest, fair, consistent, ethical, transparent, accountable
Service - to students, to communities and to one another
Planning Process

Fall 2020

Mission & Core Values
Review & Renew
Current Plan (2018-2022)
Assess
Criteria for Next Plan
Establish
SWOT & Internal/External Factors
Analyze
Themes & Goals for New Plan (2018-2021)
Identify & Draft

Spring 2021
Strategic Plan 2021-2025

Priority 1:
Ensure Economic Viability of the College

We will establish MACC as the institution of choice for students in our service region.

Goal 1.1: Nurture new and low-enrollment academic programs in ways that maximize potential for success.

Examples: annual targets and reviews, marketing, program supports

Goal 1.2: Increase enrollment of high school students and graduates in our service region.

Examples: strengthen early college programs, promote A+, increase engagement of underserved high schools and districts

Goal 1.3: Develop a clear, intentional outreach strategy focused on new and underserved populations.

Examples: target working adult, veteran, and summer student populations

Goal 1.4: Cultivate mutually beneficial partnerships with businesses and industries within our communities.

Examples: grow apprenticeship and internship programs, establish corporate sponsorships and scholarships

Priority 2:
Develop and Strengthen Programs that Support Student Success

We will foster an environment where all students are valued and can access resources that support their educational goals.

Goal 2.1: Expand and incentivize support systems to address non-academic barriers to completion.

Examples: mental health and wellness, motivation, financial planning, technology

Goal 2.2: Grow and promote initiatives that focus on closing the gaps in academic outcomes.

Examples: grow First Wave program and replicate to other populations, establish common course schedules for cohorts, incentivize LARC use

Goal 2.3: Engage students in “next-steps” initiatives that support student transitions beyond MACC.

Examples: create professional development opportunities for students, expand career/transfer guidance

Priority 3:
Cultivate a Workplace Culture of Growth & Diversity

We will promote an inclusive workplace where employees’ unique talents, skills, and perspectives are valued and leveraged.

Goal 3.1: Expand professional development opportunities that enhance knowledge, develop skills, and promote growth of employees.

Examples: integrate DEI in programming, provide leadership/project management trainings, outline opportunities for advancement

Goal 3.2: Build a diverse workforce that is reflective of our service region.

Examples: strengthen recruitment and hiring practices, review and revise mentoring experiences

Priority 4:
Promote Operational Effectiveness

We will be a solution-focused institution that recognizes and addresses barriers to efficiency.

Goal 4.1: Optimize resource allocation to ensure appropriate staffing levels across departments, instructional areas, and locations.

Examples: re-evaluate positions and workloads, ensure current and new initiatives are adequately staffed

Goal 4.2: Cultivate a data-informed decision-making culture.

Examples: improve data access and integrity, establish data governance, use analytics, create action plans

Goal 4.3: Eliminate or modify outdated processes that hinder operations.

Examples: applications, transcripts, requisitions, billing
Next Steps

Form Work Groups
Articulate Strategies
Establish Outcomes/KPIs
Implement Strategies
Track Progress
Review & Adjust
Board of Trustees

James M. Cooksey, President
John Cochran, Vice President
Denise M. Caldarello, Secretary
Brad Goessling
David K. Weis
Lori Turk

*Special thanks to the 2018-2021 Strategic Planning Committee for shaping the contents of this plan.*

2018-2021 Strategic Planning Committee

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Meghan Holleran, Director of Institutional Reporting & Compliance

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