

Muskegon Community College - Information Technology Strategic Plan
 October 18, 2006 – Kickoff and Session Notes

Planning Participants

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Joe Doyle	Administrative Services
Becky Evans	English
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Sue Meeuwenberg	Distance Education
Connie Mundinger	Academic Affairs
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Scott O’Neal	Office of Information Technology
Mark Porcara	OIT / CTL
Kamlesh Sanghvi	OIT
Jeff Stipes	Mfg. Technology
Teresa Sturrus	Academic Affairs
Julie Weller	Public Information
Patricia Werly	OIT
Rosemary Zink	Financial Services

I. EXTERNAL DATA

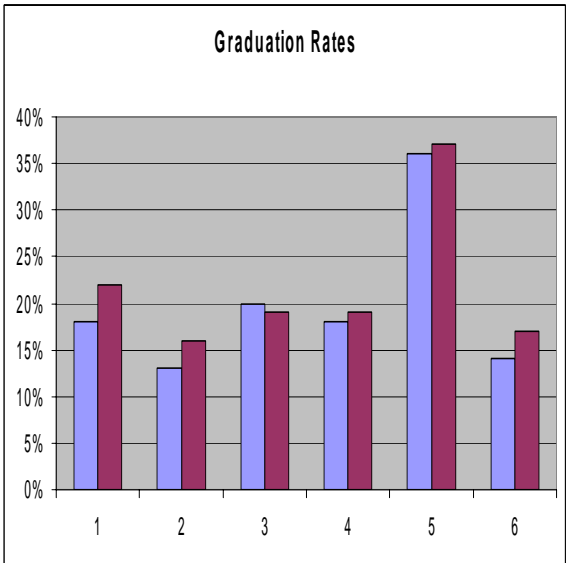
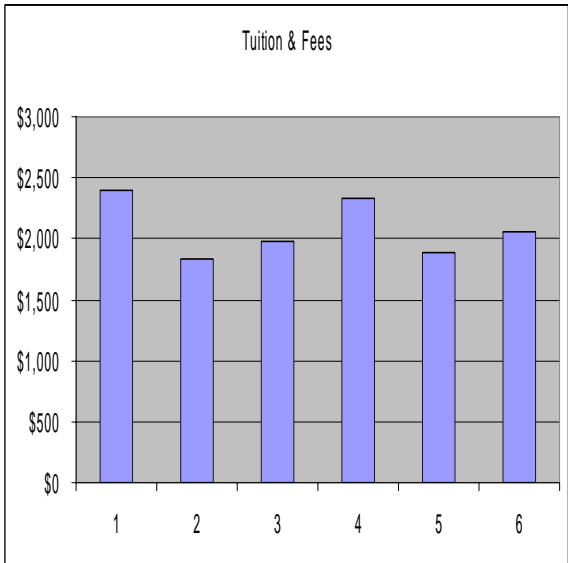
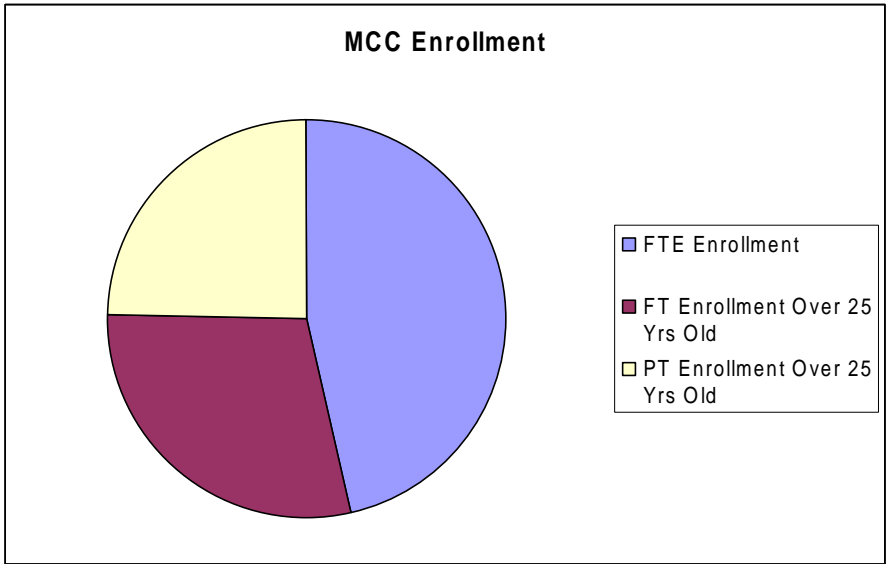
Peer Institutions

- Jackson Community College, Jackson, MI
- Kellogg Community College, Battle Creek, MI
- Lake Michigan College, Benton Harbor, MI
- Monroe County community college, Monroe, MI
- Northwestern Michigan College, Traverse City, MI

Institution Name	Tuition & Fees	FTE Enrollment	FT Enrollment Over 25 Yrs Old	PT Enrollment Over 25 Yrs Old	Tenured Faculty	Graduation Rate	Graduation Rate: Women
1. MUSKEGON COMMUNITY COLLEGE	\$2,400	2877	1775	1536	88	18%	22%
2. JACKSON COMMUNITY COLLEGE	\$1,836	3411	2561	1974	78	13%	16%
3. KELLOGG COMMUNITY COLLEGE	\$1,984	3115	2456	2101	72	20%	19%
4. LAKE MICHIGAN COLLEGE	\$2,326	2217	1713	1488	Blank	18%	19%
5. MONROE COUNTY COMMUNITY COLLEGE	\$1,886	2532	1361	1183	53	36%	37%
6. NORTHWESTERN MICHIGAN	\$2,060	2883	1702	1304	Blank	14%	17%

COLLEGE							
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*MCC total enrollment is approaching 5000



1. MUSKEGON COMMUNITY COLLEGE
2. JACKSON COMMUNITY COLLEGE
3. KELLOGG COMMUNITY COLLEGE
4. LAKE MICHIGAN COLLEGE
5. MONROE COUNTY COMMUNITY COLLEGE
6. NORTHWESTERN MICHIGAN COLLEGE

Local Economy

WORKFORCE					
LABOR	1997	1998	1999	2000	2001
Total Workforce	81,450	82,625	85,025	86,800	87,000
Number Employed	77,400	79,000	81,000	82,850	81,000
Number Unemployed	4,050	3,650	4,000	3,950	6,000
Unemployment Rate	5.0	4.4	4.7	4.6	6.9

Source: Michigan Employment Service Agency, 2001

PERSONAL INCOME (In Thousands of Dollars)				
	1997	1998	1999	2000
Personal income	3,363,339	3,521,282	3,705,260	3,892,472
Population (number of persons)	167,077	168,147	169,331	170,509
Per capita personal income (dollars)	20,130	20,942	21,882	22,829

Source: U.S. Department of Commerce, Economic and Statistics Administration, Bureau of Economic Analysis, Issued May 2002

HOUSING (2000)			
OWNER OCCUPIED	MEDIAN VALUE	RENTER OCCUPIED	MEDIAN RENT
38,766	\$85,900	13,858	\$453

Source: U.S. Bureau of the Census, Census of Population and Housing, 2000

Milken Institute 2005 Best Cities List (http://bestcities.milkeninstitute.org/bc179_2005.html)

Muskegon-Norton Shores MI

Overall Rank: 129 MSA Population: 174,401

5-yr Job Growth (1999-2004)¹	Score: 102.77	Rank: 80
1-yr Job Growth (2003-2004)²	Score: 100.00	Rank: 97
5-yr Wages & Salaries Growth (1998-2003) ³	Score: 92.05	Rank: 144
1-yr Wages & Salaries Growth (2002-2003) ⁴	Score: 98.89	Rank: 138
Job Growth (July04 - July05) ⁵	Growth: -.05 %	Rank: 138
5-yr Relative HT GDP Growth 1999-2004⁶	Score: 109.77	Rank: 78
1-yr Relative HT GDP Growth 2003-2004 ⁷	Score: 99.19	Rank: 104
High-Tech GDP LQ - 2004⁸	Score: 0.50	Rank: 93
# of HT GDP LQs Over 1 - 2004 ⁹	Score: 1.0	Rank: 158

II. INSTITUTIONAL DATA

President's Message (July 2006)

Thank you for selecting Muskegon Community College as your institution of choice to begin or continue your college education. MCC faculty and staff are working hard to ensure that your educational experiences are both rewarding and relevant to the goal of your choosing, whether it be completing an associate degree, transferring to a university, upgrading your career skills, or enhancing yourself with continuing education and/or community coursework. **One broad area of improvement on campus exists in TECHNOLOGY. As the role of technology continues to affect the breadth and scope of access to critical information and its application, you can be assured that Muskegon Community College is committed to providing students and the public the finest technological resources available to support the educational process.**

We are particularly pleased with the **opening of the new Hendrik Meijer Library Information Technology Center**. If you have not yet had an opportunity to visit the Meijer LIT Center, I enthusiastically encourage you to do so at your earliest convenience. With a focus on education and research, this facility is truly a major resource that has the capacity to positively impact the future of our community for the foreseeable future.

And while the Meijer LIT Center fully embraces computer technology to help combine digital information with written texts to complement learning, you should be aware that we are not ignoring technology in the other 85% of campus facilities. **Our goal is for the campus to feature wireless technology to provide enhanced access to online services.** At this writing we have made great strides in this regard and I am pleased to note that you the students have responded in a positive fashion.

On the near horizon is a "One-Stop" Student Services Center whereby students can conveniently acquire everything they need to start or continue their education at MCC. From the application process through testing, counseling, and financial aid, soon the entire array of student services will be available near the main entrance with complete online access not far behind. We are focusing on providing the very best service possible for new and current students.

Community colleges are all about opportunity—to prepare for successful transfer to a four-year college or university—to acquire new or enhanced knowledge and skills that will advance your existing career—to earn a degree or certificate that can qualify you for a well-paying job or promotion—to complement and enrich your lifestyle with new vocational skills. Muskegon Community College, by harnessing the power of modern technology, underscores its commitment to providing West Michigan with an outstanding educational environment.

Again, thank you for choosing Muskegon Community College and please be assured that we strive to make the MCC Vision Statement a reality for everyone: "Building our community's gateway to opportunities...creating the first and best choice for success."

MCC Strategic Plan (2006-2011): Institutional Priorities

1. Develop and implement institutional long range planning

2. Enhance outreach programs to establish MCC as a center for life long learning
3. Restructure student services
4. Promote professional development

III. OCTOBER 18, 2006 KICKOFF SESSION NOTES

General Discussion Items

- TTNA results: technology in classroom, but may not be trained or understand how to use and therefore not integrated into teaching
- MCC sees all students: GEDs, Millennial, Adults as their target populations
- MCC lets students in without GEDs
- Adults in higher numbers in occupational programs –approximately 50% college wide
- Faculty: 135 Adjuncts, 108 full-time
- Students and faculty want to see the technology in the classrooms.
- Pay \$25 tech fee for what? Want to see it.
- Email, storage, and network login were good additions this year

MCC Stakeholders

- Students
 - Part-time, full-time, adults, traditional-age students
- Parents
- Taxpayers
- Faculty
 - Full-time, part-time, adjuncts
- Community
- Employers
- Business & Industry
- University partners
- Transfer institutions
- Staff
- Alumni
- Board of Trustees
- Donors
- Retirees

Exercise 1

In year 2016 MCC received award for best in technology. What you have done by 2016 to receive this award as it relates to different stake holders?

Students, Taxpayers, Parents, Faculty

MCC's cutting edge technology has made **life easier**, **learning** more **efficient**, **teaching** more **effective** and higher education a viable economic tool for western Michigan.

Business and industry, staff and university partners

MCC had used the best of **traditional and modern technology** to provide business and industry with **technically savvy graduates**, a local think tank for **best practices**, a staff with the best virtual professional development opportunities (which they played a role in developing), and our university partners with an **inclusive environment** that assists them in educating their **students in convenient location**.

Retirees, Donors, Alumni Board of Trustees

Through an **interactive web portal**, MCC offers our stakeholder a variety of services, information, and education all in one place. We are able to **connect** with our stakeholders offering them a variety of collaborative and educational services in **one location**.

Transfer institutions, K-12, Community members

Connecting MCC to the world: TEC CONNECT. MCC is a world-wide leader in technology.

- Transfer
- Education
- Community

We are **connecting** stakeholders throughout the world

Values supporting vision statements

Students, Taxpayers, Parents, Faculty

- Connectivity
- Life easier
- Faculty and staff are supported with professional development opportunities
- Linking students to business

Business and industry, staff and university partners

- Faculty and staff are experts with the academic freedom with expertise and input, to make better human beings, citizens, and employees.

Retirees, Donors, Alumni Board of Trustees

- Resources for life-long learning

- Trends moving offerings towards retirees and non traditional students
- Community and education and bringing those 2 things together
- Responsible to link information needs
- Collaboration and reputation

Transfer institutions, K-12, Community members

- Remaining a leader in the community
- Must reach out to the community
- Connection to MCC