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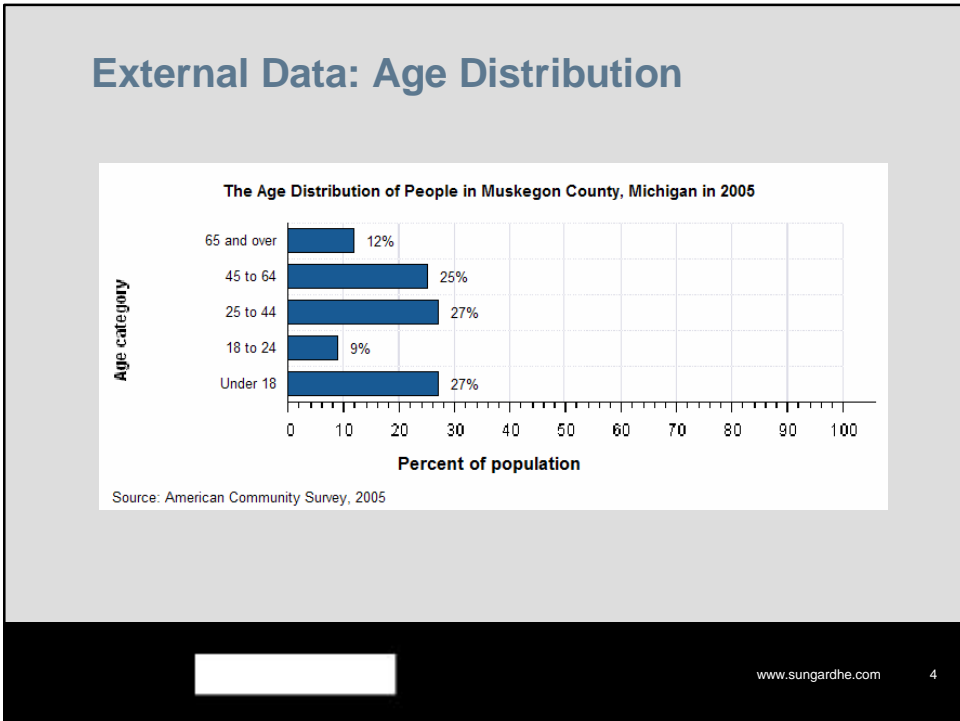
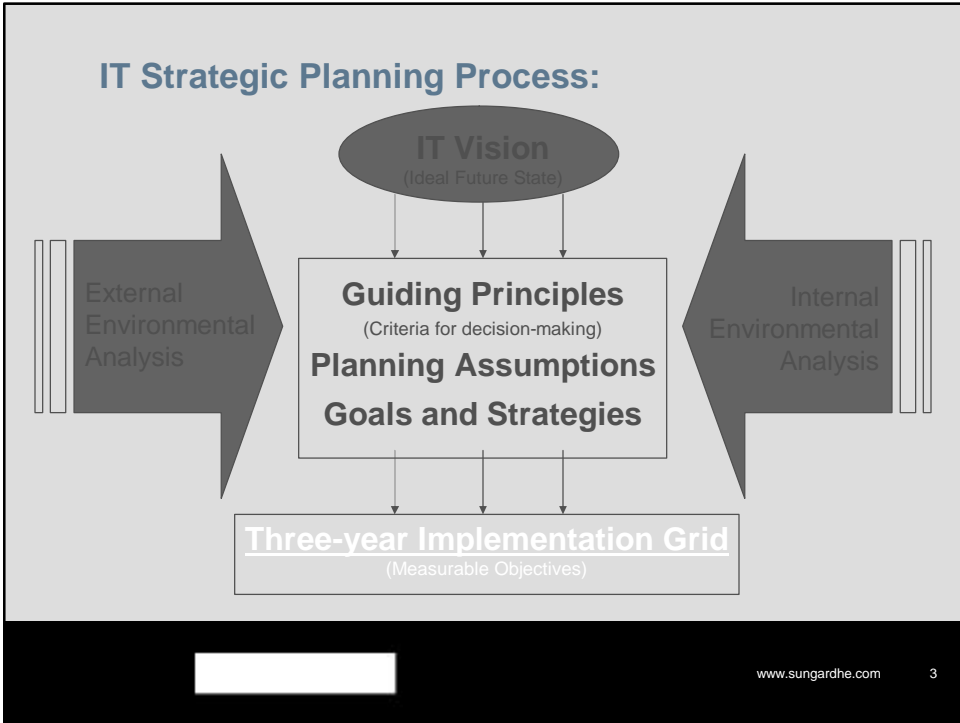
## IT Strategy Planning – Session 2

Lise Jenkins, Consultant, Strategic Services

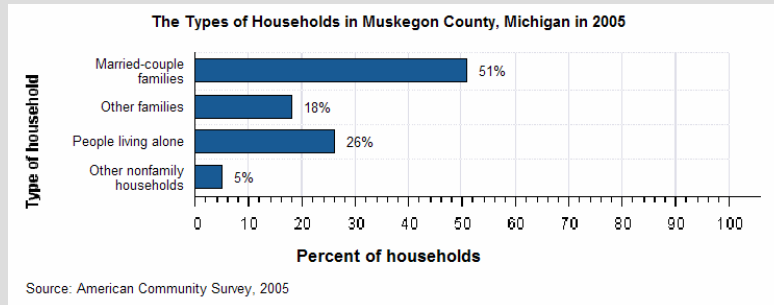
### IT Strategic Plan Agenda Outline

- ✍ 1st session: Oct 18<sup>th</sup>
  - ✍ Introductions and overview
  - ✍ IT strategic planning
  - ✍ Trends in technology
  - ✍ Internal data: TTNA and ATNA results
  - ✍ Vision for technology at MCC
- ✍ 2nd session: Nov 1<sup>st</sup> (student focus groups in the morning)
  - ✍ Review and questions from session 1
  - ✍ Internal data: focus group summary
  - ✍ Guiding principles
  - ✍ Planning assumptions
- ✍ 3rd session: Nov 15<sup>th</sup>
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  - ✍ Goals and strategies for technology at MCC
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  - ✍ Identify responsibilities, timelines, and required resources to implement plan

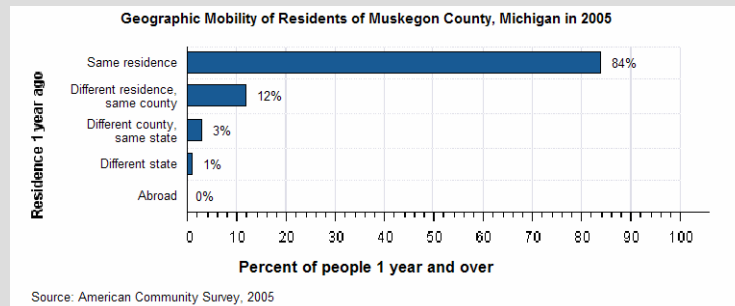
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## External Data: Household Types



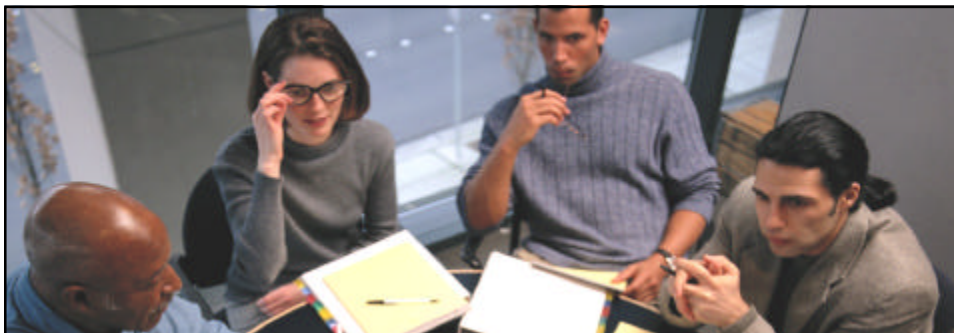
## External Data: Mobility



## Focus Group Findings

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## Building a Vision for IT

Definition and Common Elements

## A Vision statement is a...

- ✍ **Mental model of a future state**
- ✍ **Built upon plausible speculations**
- ✍ **Reasonable assumptions about the future**
- ✍ **Influenced by our own judgments about what is possible and worthwhile**

## Vision Qualities and Attributes

- ✍ **Focus should be on those impacted by IT**
- ✍ **Description of IT when the vision is achieved**
- ✍ **Unique and applies only to IT**
- ✍ **Provides a broad, organizational framework for guiding our actions**
- ✍ **Overarching goal that drives the institution into the future**

A really good vision...

...liberty and justice for all

## Vision Statements & Common Themes

✦ 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**.

## Vision Statements & Common Themes

### ✦ 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

## President's Message (July 2006) Excerpts

- ✦ **Finest technological resources available to support the educational process**
- ✦ **Feature wireless technology to provide enhanced access to online services**
- ✦ **A "One-Stop" Student Services Center whereby students can conveniently acquire everything they need to start or continue their education at MCC**
- ✦ **Community colleges are all about opportunity**

## Common Elements

✍ **Supporting the teaching and learning experience**

✍ **Technical innovation**

✍ **Connections / facilitating access**

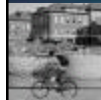
✍ **Ease**

✍ Of use

✍ One location

✍ Providing opportunity

**Do you see it differently?**



## Guiding Principles

## Guiding Principles should...

- ✍ **Determine how we operate, compete, and relate to each other**
- ✍ **Reflect our intentions and help guide our actions when choices are not clear**
- ✍ **Provide a context for consistency and accountability in decision-making**

## MCC Guiding Principles

- ✍ MCC programs and services are affordable and accessible
- ✍ MCC programs and services are comprehensive in order to meet the diverse lifelong educational needs of the community;
- ✍ The College assets are a community investment, where accountability and responsibility are exercised in fiscal management and in maintaining those assets for future generations.
- ✍ The College assures quality, continuous improvement and relevancy through continuous assessment of all programs and services;
- ✍ The College supports students efforts to achieve the learning outcomes established; and
- ✍ The College provides leadership in making Muskegon County a better place to live and work.

## MCC Values

- ✦ **The Pursuit of Knowledge:** A place where all staff and students share goals and work together to strengthen teaching and learning;
- ✦ **Academic Freedom:** A place where freedom of expression and civility are practiced, encouraged, and protected among all groups;
- ✦ **Diversity:** A place where every person is respected and where diversity is pursued;
- ✦ **Quality:** A place where staff accepts their obligations to each other and where service to others, internally and externally, is encouraged;
- ✦ **Shared Governance:** A place where the well being of each individual is supported and where well-defined governance processes guide behavior for the good of the institution;
- ✦ **Community Leadership:** A place whose ideas and resources are shared with other members of the educational community – locally, regionally, nationally, and internationally; and
- ✦ **Professional Collegiality and/or Integrity:** A place in which the institution's rituals, affirming both tradition and change, are shared and where the accomplishments of its staff and students are recognized.
- ✦ **Access:** A place where we promote and embrace community partnerships with a variety of organizations, agencies and institutions.



## Planning Assumptions

What do we know to be currently true about MCC?

## Why Worry about Planning Assumptions?

- ✍ **Next session we will identify goals & strategies**
- ✍ **We don't have perfect knowledge and are working from (unstated) assumptions**
- ✍ **Articulating our assumptions opens our thinking up to the planning team and we can start from the same place**
- ✍ **Planning Assumptions ask, "What is true right now?"**

## What is Truly Unique about MCC?

## Possible Categories

- ✍ Environment (physical, policies, culture)
- ✍ Faculty & Staff
- ✍ Students
- ✍ Community & External Needs

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