You're in great company! There are 190 committee members contributing to the strategic planning process through seven committees. In addition to faculty, staff, students, there are 70 representatives from local schools districts, business and industry, higher education partners, local and state government, and various community organizations. A list of all committee members is available on MCC’s website. In addition, you can review the responsibilities of each committee on the Strategic Planning Charter, which is on the strategic planning portal.

All Committee Meetings Now Quarterly – All seven committees come together periodically to share updates, seek input, and collaborate. The next All Committee Meeting is in December; please look for an email soon with schedule details. (Please note there is no All Committee Meeting in November.) Committee Chairs will continue to post meeting dates on the portal.

Updating MCC's mission statement – In September, all committee members were asked to critique MCC’s current mission statement. The survey results revealed that stakeholders believe the mission statement needs to be much more succinct, inspirational, and memorable. Members of the Steering Committee, Cabinet, and Achieving the Dream Team Leaders are meeting this month to draft a new mission statement to propose to the Board of Trustees. We will continue to keep you posted on the progress.

MCC’s SWOT analysis – All the committees participated in a SWOT analysis. Committee Chairs entered your input in a survey, the results of which are available for review online. The steering committee will review this information and determine which strengths, weaknesses, opportunities, and threats are priorities for planning purposes. Chairs will share these findings with respective committees.

Thank you for your work! Updates from each of the seven Strategic Planning Committees are below. Please note these are just some highlights; please look for minutes or other documents in the committees’ section on the portal and contact Committee Chairs with any questions about the progress and plans.

MCC Strategic Planning Committee Progress Reports

Student Success Committee
The Student Success Committee reviews, updates, and/or develops goals related to all areas that impact student retention and success. (Chaired by JB Meeuwenberg Jon.Meeuwenberg@muskegoncc.edu)

The committee is exploring ways to improve the way we gather and track students’ achievement of their goals determine and if students recommend MCC. In addition they plan to review the relationship with K-12 districts and examine how to increase mutual understanding and get answers to questions such as how we can: Collaborate to speak the same language (i.e. student success data terms); Consider community needs to identify ways to work together; Coordinate curriculum to create seamless transitions in Math and English; and Aim higher than State of Michigan goals. Over the next few
meetings, committee members will review the current and other plans assigned to the committee, which will be available for review on the portal.

**Community Needs Assessment Committee**
The primary purpose for this committee is to determine what new academic programs are required in order to meet community and student needs. (Chair by Ed Breitenbach Edward.Breitenbach@muskegoncc.edu)
The committee is seeking feedback on a set of surveys to determine student and community needs; please see attachments and provide your feedback to Edward.Breitenbach@muskegoncc.edu by 5pm Friday, November 18. The needs assessment process is intended to determine if there are academic programs not currently offered, but are needed to meet student and community needs. Different versions will be created for four stakeholder groups: Business/Industry; high school students; current students; and alumni/community. The surveys and needs assessment plan will be posted on the portal in the near future for review and feedback. Committee members examined recent research results including CCSSE (student engagement), SENSE (entering student engagement), and the Noel-Levitz Student Satisfaction Survey (available for review in the “MCC background” section of the portal).

**Facilities and Environment Committee**
This committee examines the facility master plan process, how facilities meet current and emerging needs, and examines how environment impacts activities. (Chair by John Selmon John.Selmon@muskegoncc.edu)
Results from the committee’s Facilities and Environment student survey will be available for all committees to review in December; this will be followed up with a focus group to further analyze student infrastructure needs related to child care, transportation, housing and other issues. We have reviewed the Facilities Inventory document which includes cost, square footage value, age and replacement costs of the building and contents. Dan Rypma gave a presentation on daycare, including benefits and obstacles of providing a daycare facility. David Mayville gave a presentation on a proposal for campus signage. After the meeting in November, we toured the main campus. A schedule for a tour of all facilities is planned. We plan to review the Facility Master Plan and the Facility Assessment Gap Analysis and tour other facilities over the next few months. We are gathering information about housing from the other 28 community colleges in the state.

**Communications and Engagement Committee**
This committee guides the community perceptions research efforts to determine how to differentiate MCC and examine how brand management best practices can help advance MCC’s mission. (Chair by Tonia Lans Tonia.Lans@muskegoncc.edu)
With the help of community partners and MCC staff, we will evaluate our communications and how to best present MCC to perspective students, alumni, business partners, and to the greater community. This data will help us develop a positioning statement(s), which will help guide communications, evaluate how we currently market our programs and service as well as how our brand management efforts impacts the institution. At our next meeting committee members will review the Enrollment
Management Plan, Advancement/Alumni Relations Plan, and Marketing Plan. Our next step is to work with a researcher from GVSU to conduct community perception research, which will determine the level of awareness and assess community perceptions and misperceptions.

Health and Safety Committee
Reviews, update, and/or develop goals related to campus safety, crisis prevention, student and employee health, collaborations with local health care providers, and community access to health and wellness services. (Chaired by Marty McDermott Marty.McDermott@muskegoncc.edu)
Committee are reviewing the MCC Crisis Response and Communications Plan, the Muskegon County Public Health Core Alcohol and Drug Survey, and the 2016 Community Health Needs Assessment for Muskegon, Oceana and Newaygo Counties (all of which are available for review on the portal). At the next meeting, members will discuss how to assess health and wellness gaps and opportunities and explore areas of focus.

Organizational Support Committee
Members of this committee work together to examine how administrative and other departments can best support institutional goals and advance MCC’s mission, with a focus on diversity, inclusion, employee morale and other aspects of workplace culture. (Chaired by Kristine Anderson Kristine.Anderson@muskegoncc.edu)
The committee focused on development and scholarships. We received presentations regarding Scholarship Usage and Needs our new Fund Development Plan (which will be posted on the portal for review in the near future). We have asked for the team to provide us with information requests and are hoping to review the data regarding diversity collected in the ATD survey of faculty/staff at our next meeting that will help us define a starting point prior to developing some initiatives to enhance our culture as we look at diversity, equity, inclusion and morale.

Steering Committee
The Steering Committee manages the strategic planning process, prioritizing input from the other committees. (Chaired by President Dale Nesbary Dale.Nesbary@muskegoncc.edu)
All committee members participated in a SWOT analysis and the Steering Committee is now reviewing the aggregated data to finalize which top strengths, weaknesses, opportunities, and threats will be used to guide the new strategic plan. They are guiding the process of drafting a new mission statement, which will be proposed to the Board of Trustees in December.
MCC Academic Programs Survey – Alumni/Community

1. Age: 15-17 18-19 20-21 22-25 26-30 31-40
   41-50 51-60 60-70 71 and above

2. County of Residence: Muskegon Ottawa Newaygo Other

3. Are you an MCC Alumni? Yes No

4. How well is Muskegon Community College doing in meeting the current educational needs for the community.
   (1) Excellent
   (2) Very Good
   (3) Good
   (4) Fair
   (5) Poor
   (6) I am unsure

5. To better meet the community’s needs, what educational programs, or areas of study, are needed at MCC?
   ________________________________

6. What do you think is the greatest challenge for students pursuing a college education at MCC?

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If there is another challenge for college students today, not mentioned in the list above, please indicate this in the space provided.

________________________________________________________________________________

7. Is there a course or program you, or someone you know, wanted to take, or would have benefited from at MCC, but the course/program was not available? If yes, list or describe the program.
   ________________________________

8. Are you in favor of MCC offering more online courses? Currently one-third of MCC courses are online courses.
   (1) Yes
   (2) No

10.27.16
9. What are the most urgent educational or training needs for employers in this community?
_____________________________

10. What training programs will area employers need most in the next 5 years?
_____________________________

11. Do you have any final comments concerning what MCC should be doing to meet current and future needs of the community?
_____________________________

Thank you for participating in this survey!

DRAFT

Please provide feedback to Ed at edward.breitenbach@muskegoncc.edu
MCC Academic Programs Survey – High School Students

1. Are you a current High School Student
   Yes  No

2. What High School do you attend? _________________________

3. County of Residence: Muskegon  Ottawa  Newaygo  Other

4. Have, or are, you taking any Muskegon Community College courses to receive college credit? Yes  No

5. How well is Muskegon Community College doing in meeting the current educational needs for the community.
   (1) Excellent
   (2) Very Good
   (3) Good
   (4) Fair
   (5) Poor
   (6) I am unsure

6. To better meet your needs, what educational programs, or areas of study, are needed at MCC?
   _______________________________

7. To better meet your needs, which non-academic programs, or student activities, do you feel are needed at MCC?
   _______________________________
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8. What do you think is the greatest challenge for students pursuing a college education at MCC?

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9. Is there a course or program you wanted to take at MCC, but the course/program was not available? If yes, please indicate this course/program in the space provided.

________________________________________________

10.27.16
10. Are you in favor of MCC offering more online courses? Currently one-third of MCC courses are online courses.

(1) Yes  
(2) No  
(3) I am unsure

11. What college programs or areas of study are most interesting to high school students? Indicate all that apply:
(1) humanities / philosophy
(2) science: biology, chemistry, physics, etc.
(3) computer science and information systems
(4) education
(5) mathematics / statistics
(6) English, literature
(7) music, theatre, dance, art, graphic design
(8) business: economics, accounting, management, etc.
(9) communications: advertising, journalism, broadcasting, film production, public relations, etc.
(10) social sciences: psychology, sociology, anthropology, political sciences, history, etc.
(11) health sciences: nursing, respiratory therapy, physician assistant, physical therapist, etc.
(12) welding, automotive, electronics, machining, computer aided design
(13) entrepreneurial
(14) I am unsure

12. Do you have any final comments concerning what MCC should be doing to meet current and future needs of the community?

_____________________________

Thank you for participating in this survey!

DRAFT

Please provide feedback to Ed at edward.breitenbach@muskegoncc.edu

10.27.16
MCC Academic Programs Survey – Current MCC Students

1. Age: 15-17  18-19  20-21  22-25  26-30  31-40  41-50  51 or over

2. County of Residence: Muskegon  Ottawa  Newaygo  Other

3. Are you a current Muskegon Community College Student Yes  No

4. How well is Muskegon Community College doing in meeting the current educational needs for the community.
   (1) Excellent
   (2) Very Good
   (3) Good
   (4) Fair
   (5) Poor
   (6) I am unsure

5. To better meet your needs, what educational programs, or areas of study, are needed at MCC?
   ____________________________________________

6. To better meet your needs, which non-academic programs, or student activities, do you feel are needed at MCC?
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8. Is there a course or program you wanted to take at MCC, but the course/program was not available? If yes, please indicate this in the space provided.
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10.27.16
9. Are you in favor of MCC offering more online courses? Currently one-third of MCC courses are online courses.

   (1) Yes  
   (2) No  
   (3) I am unsure

10. What do you think are the most urgent educational or training needs for employers in this community?

    __________________________

11. Do you have any final comments concerning what MCC should be doing to meet current and future needs of the community?

    __________________________

Thank you for participating in this survey!
MCC Academic Programs Survey – Business & Industry

1. Age:  15-17  18-19  20-21  22-25  26-30  31-40  41-50  51 or over

2. County of Residence: Muskegon  Ottawa  Newaygo  Other

3. How well is Muskegon Community College doing in meeting the current educational needs for the community.
   (1) Excellent
   (2) Very Good
   (3) Good
   (4) Fair
   (5) Poor
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4. To better meet your needs, what educational programs, or areas of study, are needed at MCC?
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