SUCCESSFUL STUDENTS SUCCESSFUL COMMUNITIES

COMMUNITY SUMMIT

4-5:15pm Thursday, November 5, 2020

Agenda

Welcome and Introductions
Tina Dee, Director of Strategic Initiatives

Student Support Updates and Discussion
Sally Birkam, Dean of Student Services

Academic Programs and Training Updates and Discussion
Kelley Conrad, Vice President for Academic Affairs

Academic Programs and Training Community Needs Assessment
Dr. Ed Breitenbach, Dean of Instruction and Assessment

Facilities and Infrastructure Updates and Discussion
Dr. Steven Wilson, Ellucian Chief Information Officer

Engagement and Collaboration Updates and Discussion
Ken Long, VP Finance and Chief Advancement Officer

Culture and Equity Updates and Discussion
Dr. John Selmon, Provost and Executive Vice President

President's Address and Q&A
Dr. Dale Nesbary, President

Closing and Resources
Tina Dee, Director of Strategic Initiatives

Muskegon Community College

Priority #1: Student Support
Provide comprehensive support systems to ensure student success

Student Support Goals:
1. Continue improving outstanding service initiatives to further enhance the student experience from awareness, application, and enrollment, through graduation and lifelong engagement
2. Increase awareness of and improve systems related to financial aid, scholarships, and other funding sources
3. Improve collaborations and outreach with K-12 partners and prospective students to provide clear pathways to higher education opportunities
4. Continue to improve student learning as evidenced by pass rates, persistence and retention, GPA, and goal attainment
5. Strengthen collaborations with higher education partners to increase the percentage of students who transfer to and succeed at four-year institutions

Each goal has at least one measurable objective; metrics are updated quarterly at www.muskegoncc.edu/progress

Student Support 2019-20 accomplishment highlights:
- Updated the MyMCC portal to make it easier for students to access services and information (objective #1.01.04)
- Standardized student communications with weekly "Jay Mail" and additional updates as needed as students transitioned to remote learning (objective #1.01.12)
- Connected Disability Support Services students with a mentor (objective #1.04.14)
- Collaborated with MATE (Muskegon Area Teachers of English) to support the transition of high school students to higher education (objective #1.03.04)
- Greatly improved the scholarship application process with implementation of online scholarship application software (objective #1.02.04)
- Hosted 471 students during Senior Virtual Visit Days and assisted them with orientation, placement testing, academic counseling, and registration for fall classes (objective #1.03.06)
- Offered 20 Transfer Fairs and other events to assist students with the transfer process (all events after March 10 were online) (objective #1.05.06)
- As of the end of the last fiscal year, we completed 11 of the 15 strategic plan project objectives related to student support; the remaining 4 will be completed before the current plan concludes on 12/31/21

Student Support 2020-21 Focus Areas:
- Continue to improve community awareness of scholarships and financial aid opportunities (objective #1.02.05)
- Increase enrollment of students of color (objective #1.03.02)
- Improve success rate among students of color to same rate as overall average (objective #1.04.02)
- Develop process to identify each student's specific educational goal and report aggregate goal attainment results (objectives #1.04.05, 1.04.07)
- Continue process of reviewing and updating student policies to ensure they support student success (objective #1.01.11)

Student Support Discussion:
(Related to objective #1.03.02 Increase enrollment of students of color to same level as Muskegon County population) **MCC aims to increase enrollment of students of color to same level as Muskegon County population, which is 24.6% as of 2019. Student of color enrollment is currently at 20.14%, 4.46% below target. Do you believe this goal is attainable?**

How can we improve outreach to prospective students of color, especially those who may feel disenfranchised?

Muskegon Community College

Priority #2: Academic and Training Programs
Develop, implement, and evaluate relevant and innovative programs that meet current and emerging student, business, industry, and community needs

Academic and Training Programs Goals:
6. Provide viable courses, programs, and delivery options that address the changing needs of a diverse community
7. Meet current needs by offering new courses and programs in the areas of health care, science, and technology, as identified by the 2016-2017 Needs Assessment Survey
8. Develop and implement a system of ongoing regional market analysis that informs what programs, delivery methods, and locations are needed to meet community/business needs in Muskegon, Ottawa, and Newaygo Counties
9. Evaluate our effectiveness for student learning through multiple processes, consistent with the Higher Learning Commission and other accrediting bodies, and designed to promote continuous improvement
10. Develop a new Academic Master Plan

Each goal has at least one measurable objective; metrics are updated quarterly at www.muskegoncc.edu/progress

Academic and Training Programs 2019-20 accomplishment highlights:
• Opened new Ottawa Center facility to enhance services in Ottawa County (objective #2.06.07)
• Developed Academic Master Plan/Planning Guidelines (objective #2.10.01)
• Completed assessment of ten academic disciplines and occupational programs to ensure they meet learning effectiveness guidelines (objective #2.09.03)
• Improved pass-rates of gateway course to 73.9% (up from 71.5% in 2018-19) (objective #2.09.03)
• As of the end of the last fiscal year, we completed 11 of the 13 strategic plan objective projects related to academic and training programs; the remaining 2 will be completed before the current plan concludes on 12/31/21

Academic and Training Programs Community Needs Assessment (see related document)

Academic and Training Programs 2020-21 Focus Areas:
• Successfully earn re-accreditation by the Higher Learning Commission (objective #2.09.01)
• Increase the number of academic disciplines and occupational programs assessed (objective #2.09.03)
• Continue to expand faculty training and credentials for online teaching (objective #2.06.11)
• Complete community needs assessment to provide direction for the 2022-2027 strategic plan (objective #2.08.01)

Academic and Training Programs Discussion:
(Related to goal #6 Provide viable courses, programs, and delivery options that address the changing needs of a diverse community) **How well do our courses and programs meet student and community needs?**

What types of jobs are the hardest to fill in our region?

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2020 Community Summit Summary Information

Priority #3: Facilities and Infrastructure
Provide a state-of-the-art learning environment that meets academic needs while promoting access and sustainability

Facilities and Infrastructure Goals:

11. Complete 2010 Facility Master Plan, including construction of health and wellness center, arts facility, and downtown center
12. Improve room numbering system and establish wayfinding consistency at all locations
13. Improve access of our facilities, technology, and media to expand equal opportunities for persons with various abilities
14. Demonstrate environmental stewardship by implementing a comprehensive institutional sustainability plan
15. Provide high quality technology wherever and however programs and services are offered to students, employees, and community members
16. Commission a new Facility Master Plan by 2020 to assess future facility needs in Muskegon, Ottawa, and Newaygo Counties

Each goal has at least one measurable objective; metrics are updated quarterly at www.muskegoncc.edu/progress

Facilities and Infrastructure 2019-20 accomplishment highlights:

- Opened new Art and Music Building, which completed all projects from the 2010 Facility Master Plan (objective #3.11.01)
- Developed signage standards for all locations to further improve wayfinding and campus navigation (objective #3.12.01)
- Installed accessible throwing wheel in ceramics studio (objective #3.13.05)
- Completed the Safety First Fall 2020 Opening Plan and completed 33 protocols at ten locations to reduce the spread of coronavirus (objective #3.13.06)
- As of the end of the last fiscal year, we completed 8 of the 12 strategic plan objective projects related to facilities and infrastructure; the remaining 4 will be completed before the current plan concludes on 12/31/21

Facilities and Infrastructure 2020-21 Focus Areas:

- Commission facility needs assessment to determine what updates are needed for our facilities in Muskegon, Ottawa, and Newaygo Counties (objective #3.16.01)
- Update all remaining door hardware with lever handles to increase ease of use (objective #3.13.02)
- Determine level of satisfaction with technology among students and employees and implement improvement plan (objective #3.15.01)

Facilities and Infrastructure Discussion:
(Related to goal #15: Provide high quality technology wherever and however programs and services are offered to students, employees, and community members) **What is the biggest remote-learning technology obstacle for MCC students?**

How can colleges and communities reduce the digital divide?

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Priority #4: Engagement and Collaboration
Expand collaborations and improve communications to further engage the community in the mission of MCC

Engagement and Collaboration Goals:

17. Clearly differentiate MCC in communications with prospective students, community partners, donors, and alumni
18. Continue to improve marketing and communication efforts to increase enrollment while increasing awareness of mission, programs, and services
19. Cultivate strategic partnerships with business, industry, and other key organizations to meet needs and support student success
20. Promote philanthropic support of students, scholarships, programs, and endowments
21. Increase pride and involvement among alumni and retirees

Each goal has at least one measurable objective; metrics are updated quarterly at www.muskegoncc.edu/progress

Engagement and Collaboration 2019-20 accomplishment highlights:

- Conducted community perceptions survey via third-party provider to objectively measure top-of-mind-awareness rate (objective #4.18.01)
- Raised $141,684, exceeding the Foundation for MCC 2019-20 annual fund campaign goal of $100,000 (objective #4.20.02)
- MCC's Lakeshore Business and Industrial Service Center provided custom training to 18 companies (objective #4.19.01)
- As of the end of the last fiscal year, we completed 4 of the 9 strategic plan objective projects related to engagement and collaboration; 4 more will be completed before the current plan concludes on 12/31/21

Engagement and Collaboration 2020-21 Focus Areas:

- Produce and maintain a list of 100% of all graduates since 1926 so that total number of alumni can be displayed and promoted, creating a community of pride (objective #4.21.02)
- Increase number of current donors to 450 (15% increase from 2016-17 baseline of 391; at 295 at end of last FY) (objective #4.20.01)
- Complete the $3.5 million capital campaign (at $3,455,274 at end of last FY)(objective #4.20.03)
- Continue to improve customer service to students by delivering their desired brand experience (objective #4.17.02)

Engagement and Collaboration Discussion:

(Related to goal #20: Promote philanthropic support of students, scholarships, programs, and endowments) **How many donor-supported scholarships does the Foundation for MCC manage?**

What types of information would increase your likelihood of supporting scholarships for MCC students?

Priority #5: Culture and Equity
Strengthen our culture of inclusion, equity, accountability, safety, and well-being

Culture and Equity Goals:

22. Develop and implement programs for students and employees to further promote inclusion and equity, creating a welcoming environment for all
23. Promote a culture of accountability by establishing key performance indicators (KPIs) for all departments and expand the institutional dashboard to report our progress to the community
24. Continue to monitor and enhance safety and security at all MCC locations and online environments
25. Establish student and employee wellness programs

Each goal has at least one measurable objective; metrics are updated quarterly at www.muskegoncc.edu/progress

Culture and Equity 2019-20 accomplishment highlights:

- Engaged the campus and community in redefining our vision: An educated, inclusive community (objective #5.23.12)
- 100% of departments established at least one key performance indicator; 22 departments met or exceeded performance goals (objective #5.23.04)
- Completed an employee well-being needs assessment (objective #5.25.02)
- Increased diversity of the applicant pool for faculty positions to 28.3% (objective #5.22.01)
- As of the end of the last fiscal year, we completed 6 of the 8 strategic plan objective projects related to culture and equity; the remaining 2 will be completed before the current plan concludes on 12/31/21

Culture and Equity 2020-21 Focus Areas:

- Further improve campus safety by installing additional security cameras in key areas as identified by the 2018 facility security assessment report (objective #5.24.02)
- Increase the number of students who believe MCC is quite a bit or very much "Encouraging contact among students from different economic, social, and racial or ethnic backgrounds " to exceed the national average by 3% (as measured by CCSSE) (objective #5.22.03)
- Expand student well-being programs and increase resources to meet basic needs (objective #5.25.05)
- Complete annual scenario/continuity planning (objective #5.23.11)
- Engage the campus and community in redefining MCC's top institutional values (objective #5.23.12)
- Improve how we welcome students on campus and in virtual environments (objective #5.22.02)

Culture and Equity Discussion:
(Related to objective #5.25.05 Offer 1 or more student well-being programs each FY and also to the Aspen Institute College Excellence Program) **Which is the biggest challenge for MCC students?**

What additional programs or services would best support student well-being?