

MCC Strategies for 2009-2012

Strategies to Serve the Population:

- A. Investigate and provide traditional and new learning opportunities for working adults that will increase their capacity for success through better jobs, job promotions and an elevated quality of life.
- B. Partner with the Economic Development Commissions and Chambers to assist the current small business owners in a regional effort to obtain affordable health-care benefits.
- C. Work with local health care providers to explore and implement additional health career programs that will lead to quality employment and expanded services for this region.
- D. Partner with various agencies to identify and increasingly meet the learning needs of the Latino population, as well as provide Spanish classes for the employers and neighbors of this population.

Strategies to Meet the Educational Needs:

- A. Deepen our partnerships with the public schools, home schools, private colleges, universities, the Youth Council of the High Country Council of Government and other support agencies to develop a regional emphasis on educational opportunities, critical careers, and employment successes. Work together to develop programs to meet the educational needs of “at risk” middle and high school students, as well as provide programs for students who seek academic challenges through dual high school and college courses.
- B. Continue to refine strategies to incorporate the soft skills into the learning experiences of all MCC students.
- C. Cultivate new scholarship donors who annually support the financial needs of students who have much potential for educational and employment success.
- D. Increase our linkages with other colleges and universities to explore additional bachelors and masters programs for MCC graduates and community residents on our campus and/or through distance education.
- E. Provide increased options for short-term technical/vocational programs, especially for males.
- F. Provide facilities for new programs in order to increase enrollment among the general populations of the three counties.
- G. Provide more programming specific to the needs of an aging population, such as short-term non-occupational courses, educational/social events and life-long learning opportunities.

Strategies to Address the Economic Trends:

- A. Support the efforts of each county to become a Certified Entrepreneurial Community in order to support the development of small businesses needed within the community.
- B. Strategically identify potential jobs of the future that will require advanced degrees/certifications, provide good wages and benefits, and meet the needs of the future workforce, such as “knowledge based” and “green” businesses. Plan programs to fulfill these job requirements.
- C. Partner with each county’s Economic Development Commission to attract and recruit prospective companies and entrepreneurs in order to increase economic development and activity.
- D. Through partnerships among Small Business Center, Chambers, Economic Development Boards and each Certified Entrepreneurial Community, provide summits, forums and classes to help local businesses network and grow collectively.

Strategies to Address the Political Realities and Barriers:

- A. Identify and seek multiple grants, as well as local donors, who can provide financial resources for college facility development driven by program and student services needs.
- B. Join with other community groups and legislators to obtain additional facilities.
- C. Develop a long-range plan with the three county commissions to increase the local funding 15% or greater annually for the next four years.
- D. Develop a process for expanding our media coverage and telling the Story of Mayland Community College throughout our communities.
- E. Improve the frequency of communications between Mayland and all elected officials by sharing the Mayland Story, highlighting the career successes of our students, and clarifying our financial needs for future growth.
- F. Establish 100% success on all state and federal performance standards and all accreditation principles.

Strategies to Address the Technology Trends:

- A. Continue to provide in-house professional development in technology for all faculty and staff and professional training for the Instructional Technology Department.
- B. Provide up-graded technology classes throughout our college and communities.
- C. Evaluate the needs of the community and prospective students for technology, as well as all types of learning needs.
- D. Plan for state-of-the art technology and develop implementation plans in accordance with program needs.
- E. MCC will partner with other community organizations to secure greater distribution of broadband.

Strategies to address the Internal Climate Trends:

- A. Seek local funds, energy grants or programs to cover the costs for new heating and cooling systems in Gwaltney Hall, the older vocational section of the Phillips Technology Building, and the Child Development Center.
- B. Provide new/additional facilities in order to meet the need for current and new programs. Additional facilities would also increase enrollment among the general populations of the three counties and generate greater FTE.
- C. Analyze and plan FTE growth, as well as wiser use of personnel in order to have additional resources for increased salaries and/or additional personnel.
- D. Review the budget planning process and share information throughout the college.