

MDC STRATEGIC PLAN 2004-2010 Goals and Objectives

Theme 4 – Resource Development and Allocation

MDC is confronted by enormous growth in enrollment and diminished funding from the College's primary source, state government. Maintaining the advantages that distinguish MDC – small classes and exceptional teaching faculty, commitment to academic advisement and student support services and state-of-the-art educational technology – will require continued development of alternative revenue sources. Partnerships with public and private sources allow the College to build new programs and provide a beneficial return on investment in skilled, well-prepared graduates.

Strategic Goal 1: Develop mutually beneficial partnerships to enhance resource contributions from business and industry, public sector sources, private foundations, and individuals.

Objectives:

1. Identify and work with appropriate personnel within the College community who will develop strategies to enhance mutually beneficial partnerships with business/industry.
2. Consolidate information about external relationships/partnerships into a college-wide database to improve communication and the effectiveness of resource development efforts.
3. Strengthen partnerships with a variety of public and private sector sources to support MDC, which will in turn support the needs of our partners and the community as a whole.

Strategic Goal 2: Ensure that MDC provides equitable opportunities for all groups, including those underrepresented in the business community, to participate in College business activities.

Objectives:

1. Identify qualified and competitive local vendors when sourcing goods or services at the College.
2. Provide appropriate information and support to encourage the submission of competitive bids from all vendors including those owned by underrepresented groups.
3. Expand the College's utilization of underrepresented groups in the business community.